



FOR IMMEDIATE RELEASE

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1031 CORP. WORKING WITH R.E.I. CONSULTANTS INCREASES MARKET SHARE IN MID-ATLANTIC REGION

COLLEGEVILLE, PA, July 12, 2011 – 1031 CORP. announced today that it has entered into a working arrangement with R.E.I. Consultants, Ltd. and will now offer the many clients of R.E.I. Consultants, Ltd. qualified intermediary services under the 1031 CORP. brand. The transaction was completed July 1, 2011.

1031 CORP. specializes in the facilitation of IRC section 1031 tax-deferred exchanges of business use and investment assets. In its capacity as a qualified intermediary, 1031 CORP.'s team of Certified Exchange Specialists® has assisted thousands of taxpayers preserve the equity in their investment and business use assets and acquire replacement property that better fits their needs and wants. 1031 CORP. employs numerous procedures to ensure the security of clients' funds, including on-line account viewing capabilities and account statements directly from the depository.

R.E.I. Consultants, Ltd., based in Media, Pennsylvania, was founded by Richard M. Heller, Esquire, CES® in 1988 and was one of the first 1031 exchange accommodators in the Philadelphia area. With the assistance of vice president Joseph F. Szajnecki, CES®, Heller has established a reputation for his significant knowledge of section 1031 and their commitment to providing excellent services. Heller and Szajnecki will both serve as consultants for 1031 CORP.

"I have great respect for Rich Heller and his expansive knowledge of 1031 exchanges. R.E.I. and 1031 CORP. have been friendly competitors for many years and I am thrilled to now be working together. Both teams share the same business philosophy and commitment to providing superior exchange services. I am confident this arrangement will be a win-win for both of our clients." stated Margo McDonnell, CES®, president, 1031 CORP.

Richard M. Heller, Esquire, President of R.E.I. describes this as "combining the best of the best to produce even greater synergy for the delivery of 1031 Exchange Services to our clients."

"In a time when other qualified intermediaries are scaling back their operations, 1031 CORP. is increasing its market share by maximizing the opportunities created by the downturn in the economy. We have remained innovative and developed strategic marketing alliances. We remain committed to educating consumers and their advisors on section 1031 and most importantly, continue to provide the exceptional, personal services our clients have come to expect from us." stated McDonnell. In January 2011, 1031 CORP. announced its partnership with Exchange Professionals, Inc., based in Westminster, MD and the addition of its principal, Bettye Matthews, CPA, as a consultant. McDonnell added, "1031 CORP. is exploring opportunities to create additional mutually beneficial working relationships with other qualified intermediaries."

All 1031 exchange transactions will be facilitated through the Collegeville, PA office.

About 1031 CORP.

Serving as a nationwide qualified intermediary for 1031 tax-deferred exchanges since 1991, 1031 CORP. strives to provide a superior exchange experience for its customers and their advisors. It provides its customers with enhanced security of funds, knowledgeable exchange professionals and commitment to keep the exchange process simple for our customers and their advisors. Every member of the exchange team is a Certified Exchange Specialist® and has the experience and expertise to facilitate even the most complex exchange transaction, including reverse, improvement and personal property exchanges. Additional information can be found at www.1031CORP.com.

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