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**FirstService
PGP Valuation**

INDUSTRY LEADER PGP VALUATION BECOMES FIRSTSERVICE PGP VALUATION

--Renowned Appraisal Experts to Leverage Powerful, Growing Global Real Estate Platform--

SEATTLE and SAN DIEGO, November 2, 2009—In a strategic move that expands opportunities for clients through the integrated service platform of FirstService Real Estate Advisors (“FirstService REA”), PGP Valuation announced today its rebranding as FirstService PGP Valuation. The move comes as both firms continue with rapid, strategic expansion while undertaking new service offerings, refining infrastructure, recruiting industry-leading professionals and strengthening their position as one of the top global commercial real estate firms.

“This new direction and relationship is of tremendous benefit to our valued national and international clients,” said Kenneth Harrison, MAI, president and CEO of FirstService PGP Valuation. “All of our clients will have seamless access to renowned PGP Valuation services along with the rapidly growing FirstService REA global real estate platform – all through the new FirstService PGP Valuation brand. All FirstService clients benefit from a full suite of commercial real estate services that include unmatched valuation and appraisal expertise along with brokerage, consulting, corporate services, property management and other value-driven services.”

Founded in 1978, FirstService PGP Valuation employs more than 200 personnel across 20 strategically located U.S. markets. Last year, the firm completed more than 15,000 appraisals and consulting assignments on behalf of some of the nation’s largest institutional, corporate, private and government clients, including serving as the FDIC’s valuation services partner for asset appraisals associated with bank workouts under FDIC management. Harrison will continue to serve as president and CEO of FirstService PGP Valuation from the firm’s headquarters located in Carlsbad, CA.

“Formalizing our collaborative go-to-market relationship with FirstService PGP Valuation is a critical milestone in the evolution of FirstService REA’s integrated platform,” said Dylan E. Taylor, president of U.S. operations for FirstService REA. “Now that FirstService REA and FirstService PGP Valuation have fully affirmed mutual commitments – including a shared lineage and market identity – we are even better positioned to create powerful results that distinguish ourselves from the traditional real estate services landscape.”

FirstService REA and FirstService PGP Valuation are part of FirstService Corporation, the international parent enterprise of the increasingly recognized FirstService family of companies. The firm also provides access to a range of commercial real estate services through brands such as Colliers International, PKF Hospitality and MHPM Project Leaders.

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About FirstService PGP Valuation

Based in San Diego, CA, FirstService PGP Valuation is a national appraisal and consulting services firm. Founded in 1978, the company employs more than 180 associates in 16 offices. In 2008, PGP completed more than 10,000 appraisals, market studies, consulting assignments, appraisal reviews and feasibility analyses encompassing the full range of property types. The company is fully networked with local expertise in all major American markets.

About FirstService Real Estate Advisors

FirstService Real Estate Advisors (“FirstService REA”) is the emerging leader in the global professional services industry. As the fastest growing and fourth largest commercial real estate services firm in the world, FirstService REA has strategically integrated industry leading service providers in key areas of specialization to deliver consistent and measurable results for occupiers, developers and investors in real estate. FirstService REA operates in 37 countries around the world. In North America, FirstService REA provides services through the leading real estate brands; FirstService REA, Colliers International, FirstService Williams, PGP Valuation, PKF Hospitality, and MHPM Project Leaders.

About FirstService Corporation

FirstService Corporation (NASDAQ: FSRV; TSX: FSV and FSV.PR.U) is a global diversified leader in the rapidly growing property services sector, providing services in the following three areas: commercial real estate, residential property management; and property services. The industry-leading service platform includes: FirstService Real Estate Advisors, the fourth largest global player in commercial real estate services; FirstService Residential Management, the largest manager of residential communities in North America; and TFC, North America’s largest provider of property services through franchise and contractor networks.

FirstService generates more than US\$1.7 billion in annualized revenues and has more than 18,000 employees worldwide. More information about FirstService is available at www.firstservice.com.

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