

FOR IMMEDIATE RELEASE

DATE: September 1, 2005

LOCATION: ATLANTA, GEORGIA

SUBJECT: Steve Redding

**GEORGIA'S #1 REMAX AGENT CONTINUES TO LEAD
THE PACK – RUNS WITH BULLS IN SPAIN**

ATLANTA, GEORGIA, September 1, 2005– When Steve Redding, ReMax's top agent in Georgia, went to Spain recently, it was anything but a typical sight-seeing, lounge by the pool vacation. The highlight came when Redding fulfilled a long held dream and ran with the bulls in Pamplona during the Festival of San Fermin. "Actually being in the street and that close to them, the bulls seems bigger and meaner than you'd expect. Luckily, they inspired me to be faster than I thought I'd be," Redding jokes.

When Redding's wife, Evelyn, first heard about his plan, she told him he was "out of his mind." Never one to shy away from a challenge, Redding still managed to sell her on the idea of touring the beautiful Spanish countryside. By coincidence, they "just happened" to reach Pamplona during the Festival of San Fermin.

As if Redding needed more than his usual high-energy motivation, he learned that locals carry rolled-up newspapers to try to smack the bulls as they run. Adopting a "When in Pamplona..." attitude, he worked to master the technique and by his third day of running, finally got within smacking range. With characteristic good humor, he says, "And I thought closing a big deal got my juices going!"

With or without bulls barreling down behind them, Steve Redding and Steve Redding & Associates continue to lead the charge for ReMax Advantage and the South Metro Board of Realtors®. With extensive business throughout Newton, Rockdale, Henry, Clayton, Coweta, South Fulton, Paulding and Douglas counties, the team posted sales of \$49 million in 2004 and is on track to well exceed that number in 2005.

To reach the hard-charging Steve Redding, go to www.steveredding.com or call 770-389-5300.