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FOR IMMEDIATE RELEASE

**FIRSTSERVICE TO PRESENT AT SIDOTI & COMPANY'S 15TH ANNUAL EMERGING
GROWTH INSTITUTIONAL INVESTOR FORUM**

TORONTO, Ontario, Canada, March 22, 2011, - FirstService Corporation (TSX: FSV and FSV.PR.U; Nasdaq: FSRV) ("FirstService") today announced that Jay S. Hennick, Founder & CEO and John B. Friedrichsen, Senior Vice President & CFO, are scheduled to present at Sidoti & Company's 15th Annual Emerging Growth Institutional Investor Forum in New York, NY on Wednesday March 23, 2011 at 10:00 a.m. (EST).

A copy of the slides used during the presentation will be available on the Company's website at www.firstservice.com under the tab "Investors".

ABOUT FIRSTSERVICE

FirstService Corporation is a global diversified leader in the rapidly growing real estate services sector, providing services in commercial real estate, residential property management and property services. Industry-leading service platforms include Colliers International, the third 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\$2 billion in annualized revenues and over 20,000 employees worldwide. More information about FirstService is available at www.firstservice.com.

FORWARD-LOOKING STATEMENTS

Certain statements included in this release constitute "forward-looking statements" within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of FirstService, or industry results, to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Such factors include, among others, the following: general economic and business conditions, which will, among other things, impact demand for the FirstService's services, service industry conditions and capacity; the ability of FirstService to implement its business strategy, including FirstService's ability to acquire suitable acquisition candidates on acceptable terms and successfully integrate newly acquired businesses with its existing businesses; changes in or the failure to comply with government regulations (especially safety and environmental laws and regulations); and other factors which are described in FirstService's filings with the U.S. Securities and Exchange Commission and the Canadian regulatory authorities.