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**FOR IMMEDIATE RELEASE**

**FIRSTSERVICE TO ANNOUNCE SECOND QUARTER RESULTS ON  
JULY 28, 2010**

TORONTO, July 21, 2010 – FirstService Corporation (TSX: FSV; FSV.PR.U and NASDAQ: FSRV) announced today that it will release its financial results for the second quarter ended June 30, 2010 by press release on Wednesday July 28, 2010, at approximately 7:30 am ET.

The conference call to review these financial results will take place at 11:00 am ET on Wednesday July 28, 2010, and will be hosted by Jay Hennick, Founder & CEO, D. Scott Patterson, President & COO, and John Friedrichsen, Senior Vice President & CFO. The number to use for this call is 416-642-5213 for Toronto area callers or 1-866-321-8231 for all other callers.

The conference call will also be accessible on our website at [www.firstservice.com](http://www.firstservice.com) in the “Investors” section under the tab “Newsroom”.

For anyone unable to listen to the scheduled call, the rebroadcast number will be 1-888-203-1112, with access code 6144771.

The rebroadcast will be available until Wednesday August 4, 2010. An archive recording of the conference call will also be available at the above noted web address for 90 days following the call.

**ABOUT FIRSTSERVICE**

FirstService 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 over US\$1.8 billion in annualized revenues and has more than 18,000 employees worldwide. More information about FirstService is available at [www.firstservice.com](http://www.firstservice.com).

## **FORWARD-LOOKING STATEMENTS**

Certain statements included in this release contain words such as "could", "expects", "expectations", "may", "anticipates", "believes", "intends", "estimates" and "plans" (and similar expressions) and constitute "forward-looking statements" within the meaning of applicable securities law. These statements are based on FirstService's current expectations, estimates, forecasts and projections about the operating environment, economies and markets in which FirstService and its subsidiaries operate. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which are difficult to predict and may cause the actual results, performance or achievements of FirstService, or outcomes or 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, those factors which are described in FirstService's Annual Information Form for the fiscal year ended December 31, 2009 and other filings with the U.S. Securities and Exchange Commission and Canadian regulatory authorities. These statements, although considered reasonable by FirstService at the date of this press release, may prove to be inaccurate and consequently FirstService's actual results could differ materially from its expectations as set out or implied in this release. Unless otherwise required by applicable securities laws, FirstService disclaims any intention or obligation to update or revise any forward-looking statements.