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FOR IMMEDIATE RELEASE

**FIRSTSERVICE TO ANNOUNCE FOURTH QUARTER AND YEAR END
RESULTS ON FEBRUARY 16, 2011**

TORONTO, February 9, 2011 – FirstService Corporation (TSX: FSV; FSV.PR.U and NASDAQ: FSRV) announced today that it will release its financial results for the fourth quarter ended December 31, 2010 by press release on Wednesday February 16, 2011, at approximately 7:30 am ET.

The conference call to review these financial results will take place at 11:00 am ET on Wednesday February 16, 2011, 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 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 6781457.

The rebroadcast will be available until Monday February 21, 2011. 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.

FORWARD-LOOKING STATEMENTS

Certain information included in this press release is forward-looking, within the meaning of applicable securities laws. Much of this information can be identified by looking for words such as "believe", "expects", "expected", "will", "intends", "projects", "anticipates", "estimates", "continues" or similar words. In particular, this press release includes forward-looking statements pertaining to the proposed timing of completion of the offering. FirstService believes the expectations reflected in such forward-looking statements are reasonable but no assurance can be given that these expectations will prove to be correct and such forward-looking statements should not be unduly relied upon.

Forward-looking statements are based on current information and expectations that involve a number of risks and uncertainties, which could cause actual results to differ materially from those anticipated. These risks include, but are not limited to, risks associated with the ability to satisfy regulatory and commercial closing conditions of the offering, the uncertainty associated with accessing capital markets and the risks related to FirstService's businesses, including those identified in FirstService's Annual Information Form for the fiscal year ended December 31, 2009 under the heading "Risk Factors". Reference should be made to this additional information prior to making any investment decision. Forward looking statements contained in this press release are made as of the date hereof and are subject to change. FirstService assumes no obligation to revise or update forward looking statements to reflect new circumstances, except as required by law.