



Date: October 21, 2008

To: All Shareholders, Analysts and Institutional Investors

Re: FirstService Corporation Second Quarter Earnings Call scheduled for Wednesday October 29, 2008

FirstService Corporation (NASDAQ: FSRV; TSX: FSV and FSV.PR.US) will be releasing its financial results for its second quarter ended September 30, 2008 on Wednesday October 29, 2008 at approximately 7:30 a.m. Eastern Time (ET). The Company's management invites you to participate in a conference call to be held:

Wednesday October 29, 2008 at 11:00 a.m. ET

To review the Company's financial and operational results, the call will be hosted by FirstService Corporation's Founder & Chief Executive Officer, Jay S. Hennick and will also include D. Scott Patterson, President & COO and John Friedrichsen, SVP & CFO.

To participate, please dial: 1-866-321-8231 several minutes before 11:00 a.m. ET.

Additionally, an on-line broadcast will be available by logging onto our website at www.firstservice.com in the "Investors" section under the tab "Upcoming Events". If you are not available to participate in the call at the scheduled time, you may listen to a recorded replay by dialing 1-888-203-1112. The access code for the replay is 9695814. The replay will be available from 5:00 p.m. ET, October 29, 2008 through to and including November 3, 2008. A replay of this conference call will also be available for 90 days on the Company's website under the tab "Newsroom".

Should you have any questions, please do not hesitate to contact FirstService Corporation at 416-960-9500.

We appreciate your interest in FirstService Corporation and look forward to your participation.