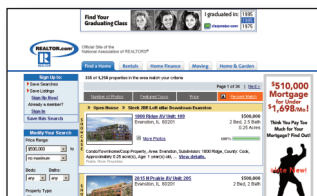


# STRATEGIC INTERNET DISTRIBUTION

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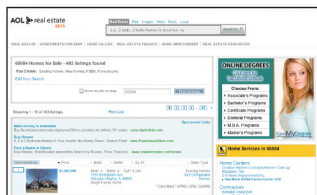
The top 5 real estate web sites:\*



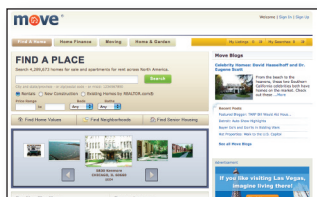
Realtor.com



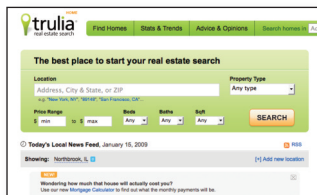
Yahoo! Real Estate



AOL Real Estate



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- [ColdwellBankerOnline.com](http://ColdwellBankerOnline.com)  
Buyers can search thousands of local listings
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96% brand awareness and innovative mobile search platforms
- [Zillow.com](http://Zillow.com)  
One of the most visited real estate web sites
- [Realtor.com](http://Realtor.com)  
#1 real estate web site\*
- [Yahoo.com](http://Yahoo.com)  
#2 real estate site\*\*
- [GoogleBase.com](http://GoogleBase.com)  
The biggest and most popular Internet search engine
- [FrontDoor.com](http://FrontDoor.com)  
HGTV's popular real estate web site
- [OpenHouse.com](http://OpenHouse.com)  
Includes thousands of open houses across the country
- [Move.com](http://Move.com)  
Part of the #1 real estate network\*
- [Trulia.com](http://Trulia.com)  
The fastest growing real estate site on the Internet\*\*\*
- [NYTimes.com](http://NYTimes.com) NEW  
All Listings. NYTimes.com readers are educated, affluent and influential
- [CraigsList.com](http://CraigsList.com) NEW  
Over thirty million unique visitors access over nine billion page views per month, making Craig's List ninth place overall among web sites in the U.S.\*\*
- [RealEstate.AOL.com](http://RealEstate.AOL.com) COMING SOON  
AOL ranks consistently in the top 5 real estate sites\*
- [WSJ.com](http://WSJ.com) (over \$500K) NEW  
Real estate search is free while online newspaper is paid subscription
- [IHT.com](http://IHT.com) (International Herald Tribune) COMING SOON  
One of the leading news web sites in the world with 4.6 million unique visitors monthly and is part of the New York Times News Group
- [Enormo.com](http://Enormo.com) (formerly Properazzi.com) COMING SOON  
World's largest property portal with listings in over 50 countries
- [CyberHomes.com](http://CyberHomes.com) COMING SOON  
The CyberHomes database includes more than 100 million property, ownership, sales, and mortgage records
- [JSOnline.com](http://JSOnline.com) COMING SOON  
Milwaukee Journal Sentinel's popular web site
- **60+ newspaper web sites**  
Homes will be promoted in your local market

Your listings are on **all** of them!

Based on Unique Visitors Source:  
comScore Media Metrix(MM) July 2008

\* Source: comScore Media Metrix (MM) October 2008

\*\* [Alexa.com](http://Alexa.com), August 21, 2008

\*\*\* [Trulia](http://info.trulia.com/file.php/297/TruliaCorp+fact+sheet.pdf) (<http://info.trulia.com/file.php/297/TruliaCorp+fact+sheet.pdf>)