



February 20, 2013

Zillow Launches its First Rental App for iPad

Zillow Rentals App, Already on iPhone, Now Optimized for iPad; Renter-Friendly Features Allow Users to Take Advantage of iPad's Retina Display

SEATTLE, Feb. 20, 2013 /PRNewswire/ -- Zillow, Inc. (NASDAQ:Z), the leading real estate and home-related information marketplace, today announced the launch of Zillow® Rentals on iPad®, the company's first dedicated rental app optimized for iPad.

Zillow Rentals on iPad is designed specifically for renters and offers a shopping experience optimized for the iPad's Retina display. Rental shoppers can begin their search via GPS, by drawing one or more search boundaries on the map, or by entering a location. The app takes advantage of the iPad's large, visual screen by allowing renters to compare favorite home photos side by side and effortlessly view details about potential rentals as they navigate the map.

Renter-friendly features include search results organized by time on market and whether the home has been viewed, and the ability to search by pet policy. Zillow Rentals on iPad includes Zillow's database of more than 600,000 rental listings and unique content such as Rent Zestimates® -- Zillow's estimated rent prices on more than 100 million U.S. homes and apartments, which can help renters negotiate a fair rent price.

"Tablets have a rapidly growing audience that expects an optimized experience for their bigger screen. Zillow has experienced this firsthand with tremendous success for our core real estate and mortgage apps, and we're excited to now offer a fully-optimized rental experience for iPad," said Jeremy Wacksman, vice president of consumer marketing and mobile at Zillow. "With the iPad-optimized version of Zillow Rentals, we've been able to create a new photo-driven app that allows renters to tailor their search for the things that are most important to them, and instantly view and save properties that meet their specific needs."

With more than 6 million renters visiting Zillow.com each month, the company is in the midst of growing its rental marketplace on mobile and Web. In October 2012, the company launched Zillow Rentals, a free marketplace and suite of tools for rental professionals, which includes listing distribution across the Zillow Rental Network, the leading rental network, comprising millions of shoppers on Zillow.com, Zillow Mobile, Yahoo!® Homes and HotPads™. Also, beginning in the second quarter Zillow will be the exclusive provider of all rental listings for HGTV®'s FrontDoor™. Zillow now operates six dedicated apps for renters and rental professionals, available across multiple platforms.

The Zillow Rentals App is available for free from the App Store on iPhone®, iPad and iPod touch® or at www.AppStore.com. For more details about all Zillow Rentals Apps and how to download, visit www.zillow.com/mobile/.

About Zillow, Inc.

Zillow, Inc. (NASDAQ: Z) operates the leading real estate and home-related marketplaces on mobile and the Web, with a complementary portfolio of brands and products that help people find vital information about homes, and connect with the best local professionals. Zillow's brands serve the full life cycle of owning and living in a home: buying, selling, renting, financing, remodeling and more. In addition, Zillow offers a suite of tools and services to help local real estate, mortgage, rental and home improvement professionals manage and market their businesses. Welcoming 46 million monthly unique users in January 2013, the Zillow, Inc. portfolio includes Zillow.com®, Zillow Mobile, Zillow Mortgage Marketplace, Zillow Rentals, Zillow Digs™, Postlets®, Diverse Solutions®, Buyfolio™, Mortech™ and HotPads™. The company is headquartered in Seattle.

Zillow.com, Zestimate, Zillow, Postlets and Diverse Solutions are registered trademarks of Zillow, Inc. Buyfolio, Mortech, HotPads and Digs are trademarks of Zillow, Inc.

iPhone, iPad, and iPod touch are registered trademarks of Apple Inc.

Yahoo! is a registered trademark of Yahoo! Inc.

HGTV is a registered trademark of Scripps Networks, LLC. FrontDoor is a trademark of Scripps Networks, LLC.

(ZFIN)

SOURCE Zillow, Inc.

News Provided by Acquire Media