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Zillow and Yahoo! Renew Advertising Deal, Powers Largest Real Estate Network on the Web

SEATTLE, April 3, 2012 /PRNewswire/ -- Zillow, Inc. (NASDAQ: Z), the leading real estate information marketplace, today announced a renewal of its exclusive advertising agreement with Yahoo!, which creates the Yahoo!-Zillow® Real Estate Network, the largest real estate network on the Web.[i] The companies entered into an advertising agreement in 2011, creating the Yahoo!-Zillow Real Estate Network to give real estate agents and brokers the ability to buy local advertisements on both sites with just one phone transaction.

"We are very proud of our strong relationship with Yahoo! and I'm extremely pleased to extend our advertising partnership," said Spencer Rascoff, Zillow CEO. "We strongly believe that home sellers and real estate agents benefit when they expose their listings to the broadest possible audience of potential home buyers, and with the extension of this partnership the Yahoo!-Zillow Real Estate Network remains the largest real estate network on the Web."

"Yahoo!'s relationship with Zillow has been essential in the Yahoo!-Zillow Real Estate Network's place as the premier advertising space for agents," said Brandon Huff, VP of Yahoo! Commerce. "We look forward to continuing our relationship with Zillow, maintaining our place as the most trusted source for real estate listings online and working together on opportunities to provide additional tools and features for our users in the future."

The Yahoo! and Zillow relationship began in 2006 when Yahoo! Real Estate incorporated Zillow's Zestimate® home valuations of now more than 100 million U.S. homes into its user experience. Zillow also became Yahoo! Real Estate's exclusive provider of for-sale listings. Any for-sale listing that appears on Zillow, including many listings not found on other sites such as for-sale-by-owner listings, automatically appears on Yahoo! Real Estate.

The Yahoo!-Zillow Real Estate Network has been the No. 1 or 2 real estate brand in all of the top 20 local markets in the United States. The network also allows advertisers to reach more U.S. Internet users than the next two largest competitors combined. [ii]

Tens of thousands of industry professionals have reached Zillow's more than 30 million monthly unique users[iii] with advertising programs like Zillow's Premier Agent, which allows agents to target specific ZIP code searches, and with Showcase Ads and Featured Listings, which allow agents and brokers to increase traffic to individual listings. In addition to selling local ads, Zillow sells national display advertising across both sites to new home builders, real estate agents and brokers.

About Zillow, Inc.

Zillow (NASDAQ: Z) is the leading [real estate](#) information marketplace, providing vital information about homes, real estate listings and [mortgages](#) through its website and mobile applications, enabling homeowners, buyers, sellers and renters to connect with real estate and mortgage professionals best suited to meet their needs. More than 30 million unique users visited Zillow's websites and mobile applications in February 2012. Zillow, Inc. operates [Zillow.com](#)®, [Zillow Mortgage Marketplace](#), [Zillow Mobile](#), Postlets® and Diverse Solutions™. The company is headquartered in Seattle.

The Zillow logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=10012>

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About Yahoo!

Yahoo! (NASDAQ: [YHOO](#)) is the premier digital media company, creating deeply personal digital experiences that keep more than half a billion people connected to what matters most to them, across devices and around the globe. That's how we deliver your world, your way. And Yahoo!'s unique combination of Science + Art + Scale connects advertisers to the consumers who build their businesses. For more information, visit the pressroom ([pressroom.yahoo.com](#)) or the company's blog, Yodel Anecdotal ([yodel.yahoo.com](#)).

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[i] comScore Media Metrix Real Estate Category Ranking by Unique Visitors, U.S. Data, February 2012.

[ii] comScore Media Metrix Real Estate Category Ranking by Unique Visitors, U.S. Data, February 2012.
[iii] Internal tracking via Google Analytics.

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