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## Zillow and Century 21 Real Estate Renew Strategic Marketing Program

### Largest residential real estate franchise extends partnership to distribute for-sale listings through largest real estate platform and network, benefitting home sellers and buyers

SEATTLE, Jan. 11, 2013 /PRNewswire/ -- Zillow, Inc. (NASDAQ: Z), the leading real estate information marketplace, today announced a renewal of its strategic marketing program with Century 21 Real Estate LLC. In 2010, CENTURY 21 Real Estate was the first national franchisor to participate in Zillow's advertising platform. Now, 34.7 million monthly visitors to Zillow, Inc.'s mobile apps and websites have direct access to homes for sale from the world's largest residential real estate sales organization.

CENTURY 21® listings will automatically appear on the Yahoo!®-Zillow® Real Estate Network, the largest real estate network on the Web<sup>1</sup>, which includes [Zillow.com](http://Zillow.com), Yahoo! Homes and Zillow Mobile. With the renewal of the strategic marketing program, CENTURY 21 agents also will continue to receive preferred marketing benefits. The partnership benefits agents, buyers and sellers by ensuring anyone can easily access current and accurate CENTURY 21 for-sale listings with high-quality photos, detailed descriptions, and enhanced CENTURY 21 branding.

"Our relationship with Zillow has empowered our agents with a valuable marketing program, providing extraordinary reach and visibility for their listed properties," said Bev Thorne, chief marketing officer at Century 21 Real Estate LLC. "We look forward to continuing our relationship with Zillow to help our agents reach tens of millions of consumers through Zillow's mobile apps and websites."

"We are very proud of our strong relationship with the CENTURY 21 System, and I'm extremely pleased to extend our marketing partnership," said Greg Schwartz, chief revenue officer at Zillow. "This partnership affords CENTURY 21 agents and their customers extremely efficient online marketing tools with automated listing syndication on the largest real estate network. This is a significant advantage for sellers to reach active and highly-qualified home shoppers who want free and easy access to all the listings in their area."

Through this advertising partnership with Zillow, CENTURY 21 agents have the ability to take advantage of Zillow's cost-effective advertising programs such as ZIP code-targeted searches and Showcase Ads to increase traffic to their profiles and individual listings.

#### 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. 34.7 million unique users visited Zillow, Inc.'s websites and mobile applications in December 2012. Zillow, Inc. operates [Zillow.com](#)®, [Zillow Mortgage Marketplace](#), [Zillow Mobile](#), Postlets®, Diverse Solutions®, [Zillow Rentals](#), [Buyfolio](#)™, Mortech™ and HotPads™. 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 Century 21 Real Estate LLC

Century 21 Real Estate LLC ([CENTURY21.com](#)) is the franchisor of the world's largest residential real estate sales organization, providing comprehensive training and marketing support for the CENTURY 21 System. The System is comprised of approximately 7,000 independently owned and operated franchised broker offices in 73 countries and territories worldwide.

Century 21 Real Estate LLC is a subsidiary of Realogy Holdings Corp. (NYSE: RLGY), a global leader in real estate franchising and provider of real estate brokerage, relocation and settlement services.

CENTURY 21 is a registered trademark owned by Century 21 Real Estate LLC.

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

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