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## Zillow Launches Postlets App for iPhone and iPad; Allows Landlords, Property Managers to Create, Distribute Rental Listings on the Go

SEATTLE, Jan. 28, 2014 /PRNewswire/ -- Zillow, Inc. (NASDAQ:Z), the leading real estate and home-related marketplace, today launched the Postlets® App for iPhone® and iPad®. Postlets is a free listings creation and distribution tool, and is owned by Zillow®. With the new Postlets App, users can distribute their rental listings to more than 20 of the top real estate and rental sites on the Web and mobile and easily share them on social media sites, all with the touch of a finger.

The app, specifically for rentals, allows landlords, property managers and real estate agents to quickly create, distribute and manage their rental listings on the go, and eliminates the cumbersome trudge back to the office desktop.

Postlets is the path for posting rental listings to the Zillow Rental Network, which includes [Zillow.com](http://Zillow.com)® (the largest rental site on the Web<sup>i</sup>), Zillow Mobile, HotPads™, Yahoo! Homes, AOL Real Estate, and HGTV's FrontDoor®. Postlets also makes it easy to publish and manage rental listings to other top rental sites on the Web, including Craigslist®, LiveLovely, Zumper®, and more.

"Landlords and property managers love Postlets because it lets them promote their rental listings for free to the widest audience possible, quickly and easily," said Greg Schwartz, chief revenue officer at Zillow. "They have been asking for the ability to post listings on the go, and the Postlets App meets this need - and also makes it easy to manage listings after publication, with support for editing, sharing, renewal, and expiration."

With the Postlets App for iPhone and iPad, landlords and property managers can:

- Upload an unlimited number of photos.
- Specify available amenities and write descriptions on the spot.
- Instantly publish rental listings to the most popular rental sites on the Web.
- Instantly share rental listings on Facebook and Twitter.

The Postlets App is available for free from the App Store on iPhone and iPad or at <http://postlets.com/iOS>. Postlets tools for real estate and rental professionals are also available on the Web and optimized for mobile at <https://postlets.com>.

### 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 64 million unique users during its peak month in 2013, the Zillow, Inc. portfolio includes Zillow.com®, Zillow Mobile, Zillow Mortgage Marketplace, Zillow Rentals, Zillow Digs™, Postlets®, Diverse Solutions®, Agentfolio®, Mortech®, HotPads™ and StreetEa®. The company is headquartered in Seattle.

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<sup>i</sup> Source: comScore Media Metrix rental domain category ranking by Unique Visitors, December 2013, US Data.

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