



September 30, 2011

Zillow(R) Joins Russell 2000 and Russell 3000 Indexes

SEATTLE, Sept. 30, 2011 (GLOBE NEWSWIRE) -- Zillow, Inc. (Nasdaq:Z), the leading real estate information marketplace, today announced its stock was added to the Russell 2000® and Russell 3000® Indexes, effective after the market close on Friday, Sept. 30, 2011. Initial public offerings (IPOs) are added to the Russell Indexes on a quarterly basis in addition to the annual Russell Reconstitution in June. The new membership lists for Russell Indexes are available at <http://www.russell.com/indexes/tools-resources/initial-public-offerings.asp>.

"We're proud to be included in the Russell Indexes as it's another important milestone for Zillow," said Spencer Rascoff, Zillow CEO. "Zillow participates in massive markets around homes and real estate, and we've created a vibrant, home-related marketplace for consumers and professionals. We have a significant growth trajectory and are laser-focused on growing Zillow's brand and business over the long-term."

Russell Indexes are widely used by investment managers and institutional investors for index funds and as benchmarks for both passive and active investment strategies. An industry-leading \$3.9 trillion in institutional assets currently are benchmarked to them. These investment tools originated from Russell's multi-manager investment business in the early 1980s when the company saw the need for a more objective, market-driven set of benchmarks in order to evaluate outside investment managers.

About Zillow, Inc.

Zillow 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 25 million unique users visited Zillow's websites and mobile applications in August 2011. Zillow, Inc. operates Zillow.com®, Zillow Mortgage Marketplace, Zillow Mobile and Postlets. The company is headquartered in Seattle.

Zillow.com, Zillow and Zestimate are registered trademarks of Zillow, Inc. Postlets is a trademark of Zillow, Inc.

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

About Russell:

Russell Investments provides strategic advice, world-class implementation, state-of-the-art performance benchmarks and a range of institutional-quality investment products. Russell has about \$161 billion in assets under management as of March 31, 2011, and serves individual, institutional and advisor clients in more than 35 countries. Founded in 1936, Russell is a subsidiary of The Northwestern Mutual Life Insurance Company.

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