



March 26, 2013

Zillow Introduces Spanish-Language Support for Zillow Rentals App

Available on Android, the Company's First App Optimized for Spanish Speakers Provides Access to Rent Zestimates, Allows Renters to Compare Favorite Homes Side by Side

SEATTLE, March 26, 2013 /PRNewswire/ -- Zillow, Inc. (NASDAQ:Z), the leading real estate and home-related information marketplace, today introduced Spanish-language support for the Zillow® Rentals Android™ App. Zillow is the first major online real estate company to optimize its rental app to better serve the rapidly growing Spanish-speaking community in the United States.

Growing at four times the pace of the national population[i], and actively adopting smartphones more rapidly than other segments of the population[ii], the Hispanic and Latino population is a key demographic participating in today's U.S. real estate market. With the addition of a Spanish-language option, Zillow Rentals will be able to help native Spanish speakers quickly and easily find their next rental home.

"With this launch, Zillow is broadening its reach to become the trusted real estate resource for the ever-growing Spanish-speaking community in the U.S. With rental markets becoming increasingly competitive, it's particularly important for all renters to have instant access to tools that can help them track the newest listings and contact landlords anytime, anywhere," said David Vivero, vice president of rentals at Zillow. "The Zillow Rentals App is the only dedicated rentals app that enables Spanish speakers to have easy, on-the-go access to important tools and information in their native language when they're making important real estate decisions."

The Zillow Rentals App is designed specifically to address renters' needs. Shoppers can quickly begin their search with Android's voice search capabilities, by using GPS, by typing a specific location or by drawing one or more search boundaries on the map. Renters can further narrow their search by pet policy and, new with this release, laundry and parking preferences.

Additional renter-friendly features include search results organized by time on market and whether the home has been viewed, the ability to compare and contrast favorite homes on a side-by-side list, and access to 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.

With more than 7 million renters visiting Zillow each month, the company is in the midst of growing its rental marketplace on mobile and Web. In October 2012, the company launched 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 operates six dedicated apps for renters and rental professionals, available across multiple platforms.

The free Zillow Rentals App can be downloaded for Android from the [Google® Play store](http://Google.com/PlayStore). For Android devices, Spanish-language support can be enabled by going into "Settings" of the Android device once the updated app is downloaded and changing "Language and Keyboard" preferences to Spanish (Español). The Zillow Rentals App is also available on iPhone®, iPad® and iPod touch® from the [App Store](http://AppStore.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 nearly 46 million monthly unique users, the Zillow, Inc. portfolio includes Zillow.com®, Zillow Mobile, Zillow Mortgage Marketplace, Zillow Rentals, Zillow Digs™, [Postlets](http://Postlets.com)®, [Diverse Solutions](http://Diverse Solutions.com)®, [Buyfolio](http://Buyfolio.com)™, [Mortech](http://Mortech.com)™ and [HotPads](http://HotPads.com)™. 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.

Android is a trademark of Google Inc. Google is a registered trademark of Google Inc.

Yahoo! is a registered trademark of Yahoo! Inc.

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

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

(ZFIN)

[i] 2010 U.S. Census: <http://www.census.gov/prod/cen2010/briefs/c2010br-04.pdf>

[ii] Nielson, "Smartphone Penetration among Hispanics": <http://blog.nielsen.com/nielsenwire/consumer/among-mobile-phone-users-hispanics-asians-are-most-likely-smartphone-owners-in-the-u-s/>

SOURCE Zillow, Inc.

News Provided by Acquire Media