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## Zillow Now Powers Real Estate Listings For AOL Real Estate

### Zillow Real Estate Listings Now Appear on Four of the Top 15 Real Estate Websites

SEATTLE, Jan. 15, 2014 /PRNewswire/ -- Zillow, Inc. (NASDAQ: Z), the largest real estate information marketplace, today announced it has formed a partnership with AOL Real Estate and is now powering the site's home shopping experience. With this partnership, Zillow® is now the exclusive provider of for-sale and for-rent listings to four of the top real estate websites in the country[1].

With an audience that is deeply engaged in the home buying process, AOL Real Estate is actively attracting new buyers - particularly first-time home buyers. Now, both repeat and first-time home shoppers on AOL Real Estate have access to millions of Zillow's for-sale and for-rent listings, as well as its unique inventory of 1 million pre-market listings and deep data on all homes.

For professionals, this partnership provides an easy way to market clients' listings to Zillow's mobile and Web network - the largest audience of home shoppers across the country. It is free for MLSs, brokerages and agents to list homes for sale or for rent on Zillow, and home shoppers across AOL Real Estate and the network will automatically see those listings.

"We're very excited to announce this partnership with AOL Real Estate," said Zillow CEO Spencer Rascoff. "Both Zillow and AOL Real Estate serve consumers with great content and information about homes, so this made perfect sense. It also represents a tremendous benefit for the real estate professionals and organizations who market homes for sale on Zillow, as we continue to expand the audience of home shoppers who see these listings."

"AOL is thrilled to be taking this significant step toward growing our partnership with Zillow," said Susan Lyne, CEO of AOL's Brand Group. "We've watched Zillow become a leader and innovator in this space. By introducing their powerful search tools across all screens we will create a better experience for our users, whether they are looking for the perfect home or just staying abreast of market trends."

#### About Zillow, Inc.

Zillow, Inc. (NASDAQ:Z) operates the leading real estate and home-related information 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 lifecycle 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 monthly users at peak 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 [StreetEasy](#)®. The company is headquartered in Seattle.

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#### About AOL

[AOL Inc.](#) (AOL Inc. (NYSE: AOL) is a brand company, committed to continuously innovating, growing, and investing in brands and experiences that inform, entertain, and connect the world. The home of a world-class collection of premium brands, AOL creates original content that engages audiences on a local and global scale. We help marketers connect with these audiences through effective and engaging digital advertising solutions.

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[1] According to Experian Hitwise, as cited in [Inman.com](#), Nov. 25, 2013. Zillow powers for-sale and for-rent listings on Zillow, Yahoo! Homes, AOL Real Estate and HGTV's [FrontDoor.com](#). <http://www.inman.com/2013/11/25/top-listing-portals-continue-to-pull-away-from-the-pack/>

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