



September 18, 2013

Zillow Brings New iOS 7 Design, Home Shopping Features to Apps for iPhone, iPad and iPod touch

New photo-centric search results and magazine-style listing pages help shoppers find homes they love faster

SEATTLE, Sept. 18, 2013 /PRNewswire/ -- Zillow, Inc. (NASDAQ: Z), the leading real estate and home-related marketplace, today announced the launch of a new interface enhanced for iOS 7 and redesigned home shopping features for the Zillow® Real Estate Apps for iPhone®, iPad® and iPod touch®.

The new Zillow Real Estate Apps bring simplicity to the time-consuming and complex process of finding the right home, taking advantage of iOS 7's design principles. In August alone, home shoppers spent over 9 million hours on Zillow's mobile applications, viewing more than 320 million homes. The new apps bring essential information, such as photos and basic home facts, to the forefront, so home shoppers can decide instantly whether they want to learn more about that home or move on to the next one.

Individually optimized for the smaller iPhone and iPod touch screens and the larger iPad, the new Zillow Real Estate Apps integrate an enhanced photo-driven shopping experience, allowing home shoppers to slide through thumbnail-sized photos of their search results without leaving the map. Additionally, the Zillow App for iPad now features a redesigned, interactive and full-screen home listing page that allows shoppers to swipe through a full gallery of large photos, just like turning the pages of a magazine.

"As anyone who has shopped for a home lately knows, it can be an immersive and all-consuming experience, viewing home after home and photo after photo, to find the right match," said Jeremy Wacksman, vice president of marketing and mobile at Zillow. "iOS 7 empowers a photo-centric consumer experience with magazine-style listing pages, giving home shoppers a faster, more visual and ultimately more fun way to shop for homes."

Zillow operates the most popular suite of real estate apps across all major platforms, with dedicated apps for the full home-shopping cycle: home buying, selling, renting, financing and remodeling.

More than 60 percent of Zillow's visits now come from a mobile device.

The updated Zillow Real Estate Apps can be downloaded for free from the App Store on iPhone, iPad and iPod touch or at www.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 64 million monthly unique users in August 2013, the Zillow, Inc. portfolio includes Zillow.com®, Zillow Mobile, Zillow Mortgage Marketplace, Zillow Rentals, Zillow Digs™, Postlets®, Diverse Solutions, Agentfolio™, Morte®, HotPads™ and StreetEasy®. The company is headquartered in Seattle.

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

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Video with caption: "Zillow Brings New iOS 7 Design, Home Shopping Features to Apps for iPhone, iPad and iPod touch". Video available at: <http://www.youtube.com/watch?v=tZ2wWQDNfc8&feature=youtu.be>

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