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NY State MLS Joins Zillow Partnership Platform

Program Allows MLS to Send Real-Time Listings Directly to Zillow on Behalf of Its Participating Brokers

SEATTLE, March 3, 2014 /PRNewswire/ -- Zillow, Inc. (NASDAQ: Z), the leading real estate information marketplace, today announced that the NY State Multiple Listing Service has joined the Zillow® Partnership Platform, which sends MLS data directly to Zillow as often as every 15 minutes, ensuring that current, active listings always are up to date, correct and in sync with the MLS data.

NY State MLS listings will be seen across the Yahoo!-Zillow Real Estate Network, the largest real estate network on the webⁱ, as well as on Zillow's popular suite of mobile apps, HotPads™ and Zillow partners AOL Real Estate and HGTV®'s FrontDoor™. NY State MLS's more than 10,000 members are participating in the program.

"NY State MLS is excited to syndicate listings directly to Zillow," said Dawn Pfaff, NY State MLS President. "We understand our members' desire to display the most up to date listing data, while maintaining maximum exposure. This partnership ensures listings sent to Zillow are updated multiple times per day and kept current for prospective home buyers."

"Zillow reaches the most consumers of any real estate website in the Greater New York area and nationwide, and we are proud to be able to connect NY State MLS members' listings to this large audience for free," said Greg Schwartz, Zillow chief revenue officer. "Now home sellers in New York state have the opportunity to market their listings to the widest possible audience, while providing home buyers the most accurate and up-to-date information possible when searching for a home."

Each real estate professional partner will have a dedicated Zillow account executive, prominently display the listing agent and provide daily reporting. To learn more about the platform, email partners@zillow.com or call 206-757-4250.

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 70 million monthly unique users in January 2014, 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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The Zillow logo is available at <http://zillow.mediaroom.com/index.php?s=191>

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ⁱ According to comScore Media Metrix Real Estate Category Ranking by Unique Visitors, December 2013, US Data

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