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Zillow to Power For-Sale and For-Rent Listings on HGTV's FrontDoor

Partnership Will Allow Real Estate Agents to Easily Market Listings Across Four Leading U.S. Real Estate Sites

SEATTLE and KNOXVILLE, Tenn., Feb. 8, 2013 /PRNewswire/ -- Zillow, Inc. (NASDAQ: Z), the leading real estate information marketplace, today announced that HGTV®'s FrontDoor™ is joining the Zillow Real Estate Network, which also includes Yahoo Homes, HotPads™, Zillow.com and Zillow Mobile.

Beginning in the second quarter, Zillow will be the exclusive provider of all real estate listings for HGTV's FrontDoor, giving agents and brokerages who list on Zillow substantial additional marketing for their listings, and Premier Agents' will receive exposure for their local ads through FrontDoor. In addition, home shoppers on FrontDoor now will have access to Zillow's robust search experience, including for-sale and for-rent listings, Zillow's unique pre-market inventory, and Zestimate® home values and Rent Zestimates on approximately 100 U.S. million homes.

"We're thrilled to welcome HGTV's FrontDoor to the Zillow Real Estate Network. Zillow's comprehensive collection of real estate listings and data is a perfect complement to FrontDoor's useful and entertaining content about homes," said Zillow CEO Spencer Rascoff. "This partnership also brings enormous benefit to real estate agents and brokerages who send listings to Zillow, by exposing those listings to home buyers on four leading property portals on the Web."

As part of the partnership, Zillow will feature select home improvement video content from Scripps Networks®, which owns HGTV and FrontDoor.

"Partnering with Zillow makes sense for the HGTV brand and our digital real estate property, FrontDoor.com," said Vikki Neil, senior vice president and general manager, digital, Scripps Networks Interactive. "This is a marriage of strengths. We create amazing original home-related content, and Zillow provides the best real estate search experience for our users."

Real estate professionals interested in advertising through FrontDoor and the Zillow Real Estate Network can call a Zillow sales representative at 866-324-4005, or visit Zillow.com/advertising.

About Zillow, Inc.

Zillow, Inc. (NASDAQ: Z) operates the largest 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 46 million monthly unique users, the Zillow, Inc. portfolio includes Zillow.com®, Zillow Mobile, Zillow Mortgage Marketplace, Zillow Rentals, Zillow Digs™, Postlets®, Diverse Solutions®, Buyfolio™, Mortech™ and HotPads™. The company is headquartered in Seattle.

About FrontDoor

FrontDoor.com (<http://www.frontdoor.com>) is an online real estate information service powered by HGTV, the No. 1 source for home-related media content. The site currently offers more than 4 million listings of homes for sale. In addition to providing users with the latest real estate listings, FrontDoor.com houses expert HGTV advice and videos along with original Web series and a comprehensive library of features, tools, guides and information. Users can also interact with FrontDoor through Facebook and Twitter.

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