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Zillow and Yahoo! Expand Relationship; Zillow Now Exclusive Provider of Rental Listings to Yahoo! Homes

SEATTLE, July 3, 2012 (GLOBE NEWSWIRE) -- Zillow, Inc. (Nasdaq:[Z](#)), the leading real estate information marketplace, today announced an expansion of its successful relationship with Yahoo!® Homes to include rentals. Until now, Zillow® has powered Yahoo! Homes' for-sale listings. Now Zillow's rental listings — including many listings not found on other sites, such as single-family home rentals — will appear on Yahoo! Homes. Zillow is now the exclusive provider of both for-sale and for-rent listings to Yahoo! Homes.

More than 25 million visitorsⁱ to Yahoo! Homes can now search Zillow's nearly 400,000 listings, including single-family homes as well as apartment listings. Additionally, Yahoo! Homes visitors will be able to access Zillow's unique content like the Rent Zestimate® alongside listings in the coming months.

For landlords and property managers who syndicate their listings to Zillow, this relationship provides increased marketing opportunities on the largest real estate network on the Webⁱⁱ and most popular platform of mobile real estate applications. Not only will their rental listings reach Zillow's 33.7 million monthly unique usersⁱⁱⁱ on mobile and Web, 6 million of whom are renters^{iv}, but the Yahoo! Homes audience as well.

"Zillow is now able to give landlords, property managers and rental brokers significantly more exposure for their listings by extending their reach to one of the largest audiences of renters online," said Spencer Rascoff, Zillow CEO. "This is yet another example of how we are continually offering new ways to help real estate professionals grow their business."

"Zillow is an important provider for Yahoo! Homes, and we are excited to expand our footprint to include rental offerings," said Brandon Huff, Vice President Yahoo! Commerce. "Providing our consumers with unique content and diverse real estate and rental listings is a top priority for Yahoo! Homes."

The Yahoo! and Zillow relationship began in 2006 when Yahoo! Real Estate (now Yahoo! Homes) incorporated Zillow's Zestimate® home valuations into its user experience. In 2011, the two companies launched the Yahoo!-Zillow Real Estate Network, whereby Zillow's sales force began selling local advertising across both sites, and Zillow became Yahoo!'s exclusive provider of for-sale listings.

This announcement comes on the heels of Zillow's acquisition of RentJuice®, which provides rental relationship management software for landlords, property managers and rental brokers. Rentals is Zillow's newest home-related marketplace and represents a sizable and growing market in the United States with more than 93 million renters in 43.4 million rental units, according to the latest Census.

About Zillow, Inc.

Zillow (Nasdaq:[Z](#)) is the leading [real estate](#) information marketplace, providing vital information about homes, real estate listings and [mortgages](#) through its mobile applications and websites, enabling homeowners, buyers, sellers and renters to connect with real estate, mortgage and rental professionals best suited to meet their needs. Nearly 34 million monthly unique users visited Zillow's websites and mobile applications in May 2012. Zillow, Inc. operates [Zillow.com](#)®, [Zillow Mortgage Marketplace](#), [Zillow Mobile](#), Postlets®, Diverse Solutions™ and RentJuice®. The company is headquartered in Seattle.

The Zillow logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=10012>

About Yahoo!

Yahoo! (Nasdaq:[YHOO](#)) is the premier digital media company, creating deeply personal digital experiences that keep more than half a billion people connected to what matters most to them, across devices and around the globe. And Yahoo!'s unique combination of Science + Art + Scale connects advertisers to the consumers who build their businesses. Yahoo! is headquartered in Sunnyvale, California. For more information, visit the pressroom ([pressroom.yahoo.com](#)).

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Yahoo! is a registered trademark of Yahoo! Inc.

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ⁱ comScore, May 2012

ⁱⁱ The Zillow-Yahoo! Real Estate Network is the largest real estate entity on the Web, according to comScore Media Metrix Real Estate Category Ranking by Unique Users, U.S. Data, April 2012

ⁱⁱⁱ Internal Tracking via Google Analytics

^{iv} Zillow site survey, May 2012

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