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StreetEasy Welcomes Hamptons Real Estate Online to New York City Portfolio

NEW YORK, Jan. 12, 2017 /PRNewswire/ -- StreetEasy®, New York City's leading real estate marketplace, today announced that its operating company, Zillow® Group (NASDAQ: Z and ZG) has acquired Hamptons Real Estate Online (HREO.com), a Hamptons-focused real estate portal that provides buyers and renters with a specialized search experience and access to the area's most comprehensive for-sale, for-rent and vacant land listings. HREO.com is a unique complement to StreetEasy and Naked Apartments, Zillow Group's two other NYC-focused brands.

The Hamptons, like NYC, is a unique real estate market and is one of the most popular second home and vacation rental destinations for New Yorkers. HREO's comprehensive listings across the Hamptons, the North Fork and Shelter Island - all areas located along the east end of Long Island, New York - are bolstered by unique amenity, location, rental time periods and house-style filters specific to this region. Buyers and renters can quickly filter to find listings that fit their exact criteria and connect to real estate professionals who can help answer questions.

"HREO and StreetEasy are leaders and experts in two real estate markets that are not only critically important on their own, but are also intrinsically linked to one another: the Hamptons and NYC. It's a natural pairing," said Susan Daimler, general manager of StreetEasy. "We're excited to bring our resources and focus to another unique market that also has a large shared audience among the buyers, renters and real estate professionals in NYC and to work closely with our industry partners to develop even better tools and experiences."

This acquisition also includes RealNet and Open RealNet Exchange (OREX), HREO's listing entry and distribution software that provides real estate professionals with tools to manage and market their listings. With this acquisition, HREO.com, RealNet and OREX, will be supported with more resources to fuel improvement across all platforms and provide better experiences for Hamptons buyers, renters and real estate professionals.

About StreetEasy:

StreetEasy is New York City's leading local real estate marketplace on mobile and the web, providing accurate and comprehensive for-sale and for-rent listings from hundreds of real estate brokerages throughout New York City and the major NYC metropolitan area. StreetEasy adds layers of proprietary data and useful search tools to help home shoppers and real estate professionals navigate the complex real estate markets within the five boroughs of New York City, as well as Northern New Jersey and the Hamptons.

Launched in 2006, StreetEasy is based in the Flatiron neighborhood of Manhattan. StreetEasy is owned and operated by Zillow Group (NASDAQ: Z and ZG).

About Zillow Group:

Zillow Group (NASDAQ: Z and ZG) houses a portfolio of the largest real estate and home-related brands on the Web and mobile. The company's brands focus on all stages of the home lifecycle: renting, buying, selling, financing and home improvement. Zillow Group is committed to empowering consumers with unparalleled data, inspiration and knowledge around homes, and connecting them with the right local professionals to help. The Zillow Group portfolio of consumer brands includes real estate and rental marketplaces Zillow®, Trulia®, StreetEasy®, HotPads® and Naked Apartments®. In addition, Zillow Group works with tens of thousands of real estate agents, lenders and rental professionals, helping maximize business opportunities and connect to millions of consumers. The company operates a number of business brands for real estate, rental and mortgage professionals, including Mortechn®, dotloop®, Bridge Interactive™ and Retsly®. The company is headquartered in Seattle.

Zillow, Mortechn, StreetEasy, Retsly and HotPads are registered trademarks of Zillow, Inc. Trulia is a registered mark of Trulia, LLC. dotloop is a registered trademark of DotLoop, LLC. Naked Apartments is a registered trademark of Naked Apartments, LLC. Bridge Interactive, Hamptons Real Estate Online, and HREO are trademarks of Zillow, Inc.

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