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## Intermountain Multiple Listing Service Joins Zillow Partnership Platform

### Program allows MLS to send real-time listings directly to Zillow on behalf of participating brokerages

SEATTLE, Aug. 1, 2014 /PRNewswire/ -- Zillow, Inc. (NASDAQ: Z), the leading real estate information marketplace, today announced Intermountain Multiple Listing Service has joined the Zillow® Partnership Platform. The Zillow Partnership Platform enables MLS data to be sent 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.

"We are thrilled to welcome Intermountain MLS as the newest member of the Zillow Partnership Platform," said Curt Beardsley, Zillow vice president of industry development. "As the largest MLS in Idaho, Intermountain MLS represents a huge portion of Idaho and southern Oregon and we are very excited to offer Zillow's home shoppers access to the thousands of properties in markets Intermountain serves."

"We are very excited about having a direct agreement with Zillow," said Greg Manship, CEO of Intermountain MLS. "We believe this partnership is in the best interest of our members as agents and brokers can assure their clients their listings are accurate, while getting the broadest possible marketing exposure to the largest audience of home shoppers."

Intermountain MLS's 14,000 listings will now be seen across the Yahoo!®-Zillow Real Estate Network, the largest real estate network on the Web<sup>i</sup>, as well as on Zillow's popular suite of mobile apps and on HotPads™, AOL Real Estate, MSN® Real Estate and HGTV®'s FrontDoor®. Intermountain MLS serves nine REALTOR® associations in eastern Oregon and southern Idaho and has 4,400 members.

Real estate agents from participating brokerages will be prominently displayed as the listing agent on all their listings, be able to receive leads directly from Zillow and have daily reporting access. Participating brokerages will receive attribution, branding and a link back to their website. To learn more about the platform, email [partners@zillow.com](mailto:partners@zillow.com) or call 206-757-4250.

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#### About Zillow, Inc.

Zillow, Inc. (NASDAQ:Z) operates the leading real estate and home-related information 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 lifecycle 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 83 million unique users in June 2014, the Zillow, Inc. portfolio includes Zillow.com®, Zillow Mobile, Zillow Mortgage Marketplace, Zillow Rentals, Zillow Digs®, Postlets®, Diverse Solutions®, Agentfolio®, Mortech®, HotPads™, StreetEasy® and Retsly™. The company is headquartered in Seattle.

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<sup>i</sup> Source: comScore Media Metrix Real Estate Category Ranking by Unique Visitors, May 2014, US Data.

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