



LoopNet Achieves 77% Year over Year Growth in Its Unique Visitor Traffic Multiple Versus the Competition in Q1

-- LoopNet.com Generated Over 7.5 Times the Unique Visitor Traffic of Its Nearest Competitor in Q1 2009 -

-- Google Analytics Reports LoopNet Averaged More than 5.4 Million Unique Visitors During Q1 2009 -

SAN FRANCISCO, April 20, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- LoopNet, Inc. (Nasdaq: LOOP), which operates the largest online [commercial real estate](#) marketplace, extended its leadership position as the most heavily trafficked commercial real estate web site during Q1 2009 according to comScore, gaining traffic at a time when other competing web sites were experiencing declines. For the three months ended March 31, 2009, LoopNet.com generated over 7.5 times the unique visitor traffic of the next closest commercial real estate marketplace based on independent web traffic measurement by comScore Media Metrix. The 7.5 times multiple of unique visitor traffic during Q1 2009 is an increase of 77% from the 4.4 times multiple achieved in Q1 2008, according to comScore.

Additionally, LoopNet utilizes Google Analytics to measure, monitor and assess its web site traffic. According to the Google Analytics service, LoopNet.com generated more than 5.4 million unique visitors during Q1 2009, which represents an increase of approximately 9.0% over the average quarterly unique visitors in 2008. ComScore Media Metrix, which measures traffic differently and reports on U.S visitor traffic, reported that LoopNet.com generated an average of 992,000 unique visitors monthly during Q1 2009, which represents an increase of 10.9% from the monthly average during 2008.

"While the commercial real estate environment remains very challenging, LoopNet continues to generate market-leading traffic, and continues to see rapid expansion in our traffic multiple. In this climate, customers want to ensure that their marketing expenditures generate maximum results. We believe LoopNet is the preferred and proven choice for unparalleled property marketing both for lease and for sale. We remain focused on delivering exceptional marketing value, exposure and traffic to our customers," said Thomas Byrne, LoopNet's President and Chief Operating Officer. "LoopNet is the #1 online [commercial real estate](#) marketplace for a variety of reasons, including our cost-effectiveness, unparalleled reach and tangible value delivered to our clients."

The LoopNet marketplace, available at <http://www.LoopNet.com>, covers all commercial property categories, including [office](#), industrial, [retail](#), multifamily ([apartment properties for sale](#)), [hotel](#), [land](#), specialty properties, [investment properties](#) and businesses for sale. At the end of 2008, the LoopNet marketplace featured more than \$515 billion of [property available for sale](#) and 5.2 billion square feet of [space for lease](#).

About LoopNet

LoopNet, Inc. is the leading online marketplace for commercial real estate and businesses for sale in the United States. The LoopNet.com online marketplace enables commercial real estate agents, working on behalf of property owners and landlords, to list properties for sale or for lease by submitting detailed property listing information in order to find a buyer or tenant. Commercial real estate brokers, agents, buyers and tenants use the LoopNet online marketplace to search for available property listings that meet their commercial real estate criteria. By connecting the sources of commercial real estate supply and demand in an efficient manner, LoopNet enables commercial real estate participants to initiate and complete transactions more cost-effectively. LoopNet also delivers technology and information services to commercial real estate organizations to manage their online listing presence and optimize property marketing.

LoopNet customers include virtually all of the top commercial real estate firms in the U.S., including CB Richard Ellis, Century 21 Commercial, Coldwell Banker Commercial, Colliers International, The CORE Network, Cushman & Wakefield, First Industrial Realty Trust, Grubb & Ellis, Jones Lang LaSalle, Lee & Associates, Lincoln Property Company, Marcus & Millichap, NAI Global, ONCOR International, ProLogis, Prudential CRES, RE/MAX, Sperry Van Ness, Staubach Retail and TCN Worldwide.

Forward-Looking Statements

This release contains forward-looking statements regarding LoopNet's online commercial marketplace, visitor traffic, our customers, our strategic alliances, the continuing adoption of the Internet to market and search for commercial real estate and the value we provide to our members. These statements are based on current information and expectations that are inherently subject to change and involve a number of risks and uncertainties. Actual events or results might differ materially from those in

any forward-looking statement due to various factors, including, but not limited to, economic events or trends in the commercial real estate market or in general, our ability to introduce new or upgraded products or services and customer acceptance of such services, our ability to integrate service partners into our systems and platforms, our service partners' ability to expand and manage growth, our ability to continue to attract unique visitors to our web site, our ability to continue to attract new registered members, convert them into Premium Members and retain such Premium Members, our ability to obtain or retain listings from commercial real estate brokers, agents and property owners, competition from current or future companies, our ability to receive timely and accurate sales data from our partners, seasonality and our ability to manage our growth. Additional information concerning factors that could cause actual events or results to differ materially from those in any forward-looking statement is contained in our filings with the Securities and Exchange Commission (SEC). Copies of filings made by us with the SEC are available on the SEC's web site or at <http://investor.LoopNet.com/sec.cfm>. LoopNet does not intend to update the forward-looking statements included in this press release that are based on information available to us as of the date of this release.

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