



Cushman & Wakefield Selects LoopNet to Power its U.S. Property Listings on www.CushmanWakefield.com

- LoopNet's BrandingLinks Drive Traffic Directly to Cushman & Wakefield Web Site -

SAN FRANCISCO, April 22, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- LoopNet, Inc. (Nasdaq: LOOP), which operates the largest online commercial real estate marketplace, today announced that Cushman & Wakefield, one of the largest and most respected brokerage firms in the world, has selected LoopNet's LoopLink technology to power its U.S. property listings on its global web site at www.CushmanWakefield.com. LoopNet has fully integrated its property search and display capabilities into the Cushman & Wakefield web site and its broker directory. Cushman & Wakefield property listings will receive additional branding exposure via the LoopNet BrandingLinks service on the LoopNet.com marketplace, the most heavily trafficked commercial real estate web site.

"Cushman & Wakefield is a world-class, client-centric organization with an exceptional reputation, and outstanding technology and business capabilities. We are honored that Cushman & Wakefield selected LoopNet's LoopLink service as their core property search and display solution after a thorough review of the options available," said Thomas P. Byrne, LoopNet's President and Chief Operating Officer. "We look forward to the opportunity to extend our relationship with the entire Cushman & Wakefield organization and build upon the partnership that we have established."

"We are excited to launch the LoopLink service on the Cushman & Wakefield web site. Upon evaluating potential solutions, it was clear that LoopNet had the product performance and capability that best met our needs and integrated seamlessly into our brokerage processes," said Maria Sicola, Executive Managing Director, Research. "We have a longstanding relationship with LoopNet, and value their strong commitment to working in partnership with their clients."

With the addition of Cushman & Wakefield, LoopNet powers property search for 4 of the top 5 leading commercial real estate brokerage web sites. Additionally, LoopNet powers property search for more than 1,000 commercial real estate web sites overall and for over 150 leading newspaper web sites, including The Wall Street Journal Online, New York Times, Chicago Tribune, Miami Herald, Washington Post and Los Angeles Times. LoopNet also exclusively powers the web sites of some of the most powerful and respected commercial real estate organizations such as the CCIM Institute and SIOR.

The LoopNet marketplace, available at <http://www.LoopNet.com>, covers all [commercial real estate](#) categories, including [office space](#), industrial space, [retail space for lease](#) or sale, multifamily ([apartments for sale](#) or lease), [hotels for sale](#), [land for sale](#), specialty property, [income property](#), [investment property](#) 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, CORFAC 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, 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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