



Move Launches WelcomeWagon.com, a Local Neighborhood Guide for New Movers and Their Neighbors; One of America's Preeminent Brands Offers Consumers More Local Listings, Special Offers, User Recommendations and Mapping Capabilities

Local Businesses Have New Opportunities to Reach Movers and Build Their Brands Online

WESTLAKE VILLAGE, Calif.--(BUSINESS WIRE)--July 10, 2006 -- Move (NASDAQ:MOVE), the world's largest moving community, today announced the launch of WelcomeWagon.com, featuring an innovative online Local Business Directory that combines information about local businesses and service professionals with consumer reviews and special offers for movers and their neighbors.

The new Welcome Wagon Web site enables local businesses to market themselves online to a highly targeted audience. Businesses that advertise in the Welcome Wagon Gift Book, distributed to millions of movers in more than 2,600 communities each year, receive premium placement in the new Welcome Wagon Local Business Directory. In addition, these businesses can enhance their online listing with special offers, Web site addresses, e-mail addresses, logos and business descriptions.

"For nearly 80 years, the Welcome Wagon brand has been associated with American households, welcoming millions of families to their new neighborhoods. The faces of communities, families, neighbors and local merchants have changed significantly in that time," said Mike Long, chief executive officer of Move. "With the launch of this site, Welcome Wagon is meeting the needs of today's consumers and local businesses, while extending a trustworthy and knowledgeable brand to the World Wide Web."

THE NEW WELCOMEWAGON.COM

- **Local Pages** - More than 12 million business listings are searchable by keyword and address, city and state, or zip code. Users can narrow down their search by selecting from more than 3,700 business categories. Searches and businesses can be saved to "My Welcome Wagon."
- **Special Offers** - Welcome Wagon's featured businesses place offers and other valuable savings in the hands of residents and neighborhood visitors. These "special offers" are free to registered Welcome Wagon users and are printable directly from the Web site.
- **Reviews** - Consumers can read and write reviews; and make recommendations about any local business. Neighbors often know best, so Welcome Wagon invites consumers to share their local expertise with movers.
- **Dynamic Mapping** - Maps on Welcome Wagon are fully interactive and allow users to plot multiple businesses, zoom and scroll, and easily access more information, including special offers.
- **Home & Garden Ideas** - Movers can read articles on everything from reducing electric bills and remodeling kitchens to maintaining swimming pools and growing roses.
- **Living Well** - As consumers settle into their new homes, these tips and articles can help them eat healthier, keep kids safe, organize their house and enjoy life in their new community.

Continued Long, "By providing interesting, valuable and locally-provided information about local businesses, we are helping people settle into their communities and connect with their neighbors, local retailers and service professionals. Just as Welcome Wagon has done for generations, the new online local neighborhood guide helps make the moving experience easier."

ABOUT MOVE, INC.

Move™ (NASDAQ:MOVE), the world's largest moving community, provides home buyers and renters with the real estate and community information, and professional connections they need before, during and after a move. The Company operates Move.com™ (www.move.com), the most comprehensive real estate search site for rentals and homes to buy and REALTOR.com® (www.realtor.com), the official Web site of the National Association of REALTORS®. Move also operates Welcome Wagon® (www.welcomewagon.com), a 78-year old neighborhood expert that provides new movers with valuable and comprehensive information about businesses and professionals in their new communities. Move.com is the official new homes

Web site of the National Association of Home Builders. Move also operates Moving.com (www.moving.com), SeniorHousingNet™ (www.seniorhousingnet.com), TOP PRODUCER® Systems (www.homeinsight.com), FactoryBuiltHousing.com (www.factorybuilthousing.com) and Homeplans (www.homeplans.com).

This press release may contain forward-looking statements, including information about management's view of Move's future expectations, plans and prospects, within the safe harbor provisions under The Private Securities Litigation Reform Act of 1995. These statements involve known and unknown risks, uncertainties and other factors which may cause the results of Move, its subsidiaries, divisions and concepts to be materially different than those expressed or implied in such statements. These risk factors and others are included from time to time in documents Move files with the Securities and Exchange Commission, including but not limited to, its Form 10-Ks, Form 10-Qs and Form 8-Ks. Other unknown or unpredictable factors also could have material adverse effects on Move's future results. The forward-looking statements included in this press release are made only as of the date hereof. Move cannot guarantee future results, levels of activity, performance or achievements. Accordingly, you should not place undue reliance on these forward-looking statements. Finally, Move expressly disclaims any intent or obligation to update any forward-looking statements to reflect subsequent events or circumstances.

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