



## AOL Real Estate Launches New Search Experience Powered by Move, Inc.

NEW YORK, Aug. 17, 2011 /PRNewswire/ -- AOL Inc. (NYSE: AOL) today launched a new real estate search experience on AOL Real Estate that is powered by Move, Inc. (NASDAQ: MOVE), the leader in online real estate. The new search experience includes a powerful new search engine delivering homes for sale, foreclosures, new homes, off market, and recently sold properties provided to AOL through Move's ListHub syndication network.

The AOL Real Estate search experience powered by Move now delivers enhanced tools that enable users to refine their search by multiple criteria including open houses, new listings and price reductions, and connects them directly to real estate agents. Additionally, the new platform now delivers home values search, expanded school and neighborhood content, a mapping experience provided by MapQuest, and more. These capabilities in combination with AOL Real Estate's real-time news, how-to guides, videos and information platform provide the millions of AOL users with a richer, more complete experience in their search for a home.

"Buying or renting a new home can be a daunting prospect, so we want to provide the best home buying information and service to our users as possible, which is why our partnership with Move, Inc. is so important to us," said Jay Kirsch, VP and General Manager of AOL Money and Finance. "With its expertise in the listings business, Move, Inc. enables us to provide an unsurpassed hub of data and tools that are pivotal to moving decisions. This is the first of a number of upcoming enhancements to AOL Real Estate that will make the site a singular destination where users can be both inspired and empowered in their search for a new home."

Real estate professionals can now expand their reach and marketing power when syndicating their listings to AOL via Move's ListHub syndication network through an exclusive advertising program. Move is offering real estate advertisers access to millions of AOL Real Estate visitors through a special marketing program featuring the Showcase Listing Enhancement treatment. Move's Showcase Listing Enhancement program includes expanded agent and office information, up to 25 photos, full motion videos, open house alerts, banners, and expanded property descriptions.

"We're excited to launch the AOL Real Estate search experience powered by our proprietary technology and to deliver an exceptional search experience and accurate data to millions of AOL visitors," said Move, Inc. Chief Executive Officer, Steve Berkowitz. "Move's mission is to connect consumers with real estate professionals so they can be successful together in purchasing homes. This is an important milestone for both AOL and Move that can significantly advance our ability to exceed expectations buyers, sellers and real estate professionals have towards us as category leaders."

In January 2011, Move, Inc. and AOL signed an agreement giving Move exclusive rights to power the AOL Real Estate homes for sale search experience.

### About AOL

AOL Inc. (NYSE: AOL) is a premier global media company with a suite of brands and products serving consumers, advertisers and publishers worldwide. The AOL Huffington Post Media Group is a leading source of news, opinion, entertainment, community and digital information comprising a wide range of destination websites, including [AOL.com](#), [The Huffington Post](#), [TechCrunch](#), [Moviefone](#), [Engadget](#), [Patch](#), [AOL Music](#), [StyleList](#) and [MapQuest](#). The AOL Advertising.com Group includes [Advertising.com](#), [ADTECH](#), [Pictela](#), Video (inclusive of [AOL Video](#), [goviral](#) and [5min Media](#)), Content Solutions and [Sponsored Listings](#) and serves a combined content and advertising market at scale through video, brand advertising, content and ad serving. AOL is focused on engaging consumers and providing online advertising services and solutions on both AOL Huffington Post Media Group destination websites and third-party websites, in addition to serving consumer platforms including [AOL Mail](#), [AIM](#), [about.me](#), and mobile experiences. AOL also operates one of the largest Internet subscription access services in the U.S., which serves as another distribution channel for its [consumer subscription products](#), such as [AOL TechGuru](#) and [Computer Checkup](#).

### About MOVE, Inc.

Move, Inc. (NASDAQ: MOVE) is the leader in online real estate with over 16.5 million monthly visitors (1) to its online network of websites. Move, Inc. operates: Move.com, a leading destination for information on new homes and rental listings, moving, home and garden and home finance; REALTOR.com®, the official website of the National Association of REALTORS®; MortgageMatch.com, Moving.com; SeniorHousingNet; ListHub; and TOP PRODUCER Systems. Move, Inc. is based in Campbell, California.

*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.*

(1) comScore Media Metrix, Key Measures report — July 2011

SOURCE Move, Inc.

News Provided by Acquire Media