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## Former Yahoo! and Apple Executive Joins Move's Leadership Team

### Move, Inc. Announces the Appointment of Barbara O'Connor as Executive Vice President of Marketing

CAMPBELL, Calif., July 10, 2012 /PRNewswire/ -- Move, Inc. (NASDAQ: MOVE), the leader in online real estate, today announces the appointment of Barbara O'Connor as executive vice president of marketing.

(Photo: <http://photos.prnewswire.com/prnh/20120710/LA37191>)

O'Connor, a 25-year marketing veteran, brings her extensive background in experiential marketing, channel mix strategy and more to Move. She spent more than 10 years at Yahoo!, most recently as vice president of global consumer marketing and also led marketing at companies such as Netscape Communications Corporation, OnLive! Technologies, and Apple.

O'Connor will lead the marketing and communications teams for all Move brands and web sites. She will be based at Move's corporate headquarters in Campbell, CA, reporting to Chief Executive Officer, Steve Berkowitz. In this newly created executive role, O'Connor will lead the overall strategic brand vision of the organization and marketing objectives.

"We're very excited to welcome Barbara to Move's executive leadership team, especially as our company's momentum continues to grow. Her energetic leadership style along with her deep experience in marketing strategy, acquisition, and engagement will sharpen Move's edge as the world's most highly valued marketplace for real estate information," said Steve Berkowitz, chief executive officer of Move. "I'm looking forward to the focus on results and commitment to team building that Barbara will bring to all of our brands especially [Realtor.com](http://Realtor.com) and Top Producer as we expand our marketing presence."

During her time at Yahoo!, O'Connor was responsible for leading the marketing of the Yahoo! Commerce and Media properties across many platforms, including the category-leading News, Sports, Finance, Entertainment, and Lifestyles sites. At Yahoo!, O'Connor led significant initiatives that drove measurable increases in revenue, online audience reach and engagement, app downloads and overall reputation. Prior to Yahoo!, O'Connor helped launch Kontiki, Inc. by developing and managing marketing initiatives to drive awareness of the company's software-based content delivery network.

"I'm thrilled to join Move during this exciting time. After delivering a game-changing mobile search experience with their suite of award winning mobile apps, they are now applying that same spirit of innovation to their entire customer and consumer experiences," said O'Connor. "During the interview process, I had the opportunity to meet the entire executive team. Their enthusiasm is inspiring. They share my passion and commitment to excellence and I look forward to the new challenges ahead."

#### About MOVE, Inc.

Move, Inc. (NASDAQ:MOVE), the leader in online real estate, operates: [Realtor.com](http://Realtor.com)® and the award-winning [Realtor.com](http://Realtor.com) suite of real estate search mobile apps; [Top Producer Systems](http://Top Producer Systems), a leading developer of real estate sales and marketing software; [ListHub](http://ListHub), the leading syndicator of real estate listings and performance reports; [Move.com](http://Move.com); [Moving.com](http://Moving.com), a leading destination for information on new homes and rental listings, moving, home and garden and home finance and [SeniorHousingNet](http://SeniorHousingNet). Move, Inc. is based in Campbell, California.

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