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Move, Inc. and Trulia Sign New Listing Syndication Agreement for ListHub

CAMPBELL, Calif. and SAN FRANCISCO, July 2, 2012 /PRNewswire/ -- Move, Inc. (NASDAQ: MOVE) and Trulia today announced a new agreement to syndicate real estate listings to Trulia, Inc. through the ListHub Syndication Network. Acquired by Move, Inc. in 2010, ListHub is the nation's largest online syndicator of real estate listings and provider of performance reports for brokers, franchises, and Multiple Listing Services (MLSs). ListHub is one of Trulia's preferred listings syndication partners.

As the largest provider of real estate listings to Trulia, ListHub will continue to syndicate millions of property listings on behalf of more than 47,000 brokers directly to Trulia.com. ListHub aggregates accurate listing data from 400 participating Multiple Listing Services (MLSs) and some of the largest franchises throughout the United States.

"Trulia is committed to ensuring the highest standards of data quality and integrity for the real estate industry," said Matt Dollinger, Head of Industry Relations at Trulia. "We look forward to working with Listhub as a trusted partner for syndication and communicating Trulia's metrics through their reporting products."

As part of the new agreement, Trulia will provide listing performance metrics and data to ListHub that will be included in the ListHub Channel Scorecard, a complete online marketing report that compares the attributes of 126 real estate web sites. Real estate professionals use the ListHub Channel Scorecard to evaluate the effectiveness of their internet marketing strategies when working with sellers. Trulia will also be included in the ListHub syndication dashboard that features recently enhanced filters and a five-star rating system. The ListHub syndication dashboard empowers MLSs and brokers to quickly evaluate and select publishers that fit their needs such as "no re-syndication," "timely removal of inactive listings," or "shows broker contact information." Trulia meets all seven selection criteria outlined in the ListHub Preferred Publisher Program, an important evaluation tool for brokers with specific syndication needs.

"ListHub is focused on helping brokers reach large audiences of buyers through an easy to use managed syndication platform that respects their rights as owners of the content," said Luke Glass, general manager and vice president, ListHub. "By adding performance metrics from Trulia, brokers have even greater insights into the effectiveness of their online advertising, while clearly understanding how their content will be used on publishing sites. We're very pleased to offer the convenience brokers and MLSs want when syndicating within a controlled and transparent platform."

Since the September 2010 acquisition of ListHub by Move, Inc., the ListHub publishing network has increased by 117 real estate franchises and MLSs to now represent 421 content sources. ListHub Publishers have also increased from 79 to 126 public-facing real estate web sites and marketing outlets since September 2010. All listing information provided through the ListHub platform is authoritative as it is sourced from accurate data provided by brokers, franchises and MLSs, and is authorized for syndication and display by content owners.

About MOVE, Inc.

Move, Inc. (NASDAQ:MOVE), the leader in online real estate, 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®; Moving.com; SeniorHousingNet; ListHub; and Top Producer Systems. Move, Inc. is based in Campbell, California.

About TRULIA

Trulia gives home buyers, sellers, owners and renters the inside scoop on [properties, places and real estate](#) professionals. Trulia has unique info on the areas people want to live that can't be found anywhere else: users can learn about agents, neighborhoods, schools, [crime](#) and even ask the [local community questions](#). [Real estate professionals](#) use Trulia to connect with millions of transaction-ready buyers and sellers each month via our hyper local advertising services, social recommendations and [top-rated mobile apps](#). Trulia is headquartered in downtown San Francisco and is backed by [Accel Partners](#) and [Sequoia Capital](#). Trulia is a registered trademark of Trulia, Inc.

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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