



SeniorHousingNet.com(TM) Debuts Redesigned Website

Baby-Boomers Explore Retirement Destinations & Find Resources With Refined Search Options, Enhanced Photo Galleries and Interactive Maps

LOS ANGELES, June 11 /PRNewswire-FirstCall/ -- SeniorHousingNet.com, the leading online 55+ lifestyle resource operated by Move, Inc. (Nasdaq: MOVE), recently celebrated its ten-year anniversary with the launch of its newly redesigned Web site. The fresh new look makes searching for retirement communities, senior living options and related resources faster, easier and more rewarding for the 78 million soon-to-retire baby boomers and 18 million senior citizens ages 65 to 84.(1)

The redesigned site features a new look and streamlined design, refined search options, larger fonts, enhanced photo galleries with up to 25 larger higher-quality photos per listing, and interactive maps offering a "birds-eye" view of prospective retirement communities. In addition, visitors now have the option to view listings in gallery or map view, enhancing the visitor's experience while still providing them with quick and accurate information.

The SeniorHousingNet.com redesign comes at a time when baby boomers make up 35 percent of the adult internet population and are using the internet less for socializing and entertainment, and more as a tool to search for information, emailing and buying products.(2)

"We studied the internet usage of baby boomers very carefully before initiating the redesign to provide a search experience delivering everything this highly targeted audience needs as they research lifestyle options for themselves or for their aging parents," said SeniorHousingNet.com Vice President, Brad Fuqua. "With this in mind, we redesigned SeniorHousingNet.com to act as a complete and convenient resource for baby boomers and seniors interested in retirement or care options that best fits their budget, style and preference."

With April 2009 unique user visits up 19% on SeniorHousingNet.com as compared to April 2008(3), advertisers will benefit from enhanced brand visibility with this highly targeted group of customers. Larger advertising units now available on the newly redesigned site better display products and services serving to connect visitors with relevant advertisers.

In addition, the redesign better positions SeniorHousingNet.com to capture revenue from advertisers shifting marketing dollars toward the internet and away from traditional media sources. From 2004 through 2007 newspaper and broadcast TV lost approximately \$890 and \$720 million per year respectively.(4) Industry analysts predict U.S. internet spending increases will remain in positive territory in the mid-teens or higher through 2011.(5)

"By increasing the overall caliber and quality of our content, and simplifying the search experience, we fully expect to enhance our relationships with advertisers as they experience greater value for their marketing investments," Fuqua said. "Through the improved site, advertisers will reach these highly motivated consumers in a relevant and contextual manner that integrates easily into natural visitor search patterns."

SeniorHousingNet.com offers a variety of housing and care options, health and wellness advice, and finance options to help soon-to-retire baby boomers and seniors in their retirement search. SeniorHousingNet.com has turned a once, painstaking and difficult process, into an easy-to-use and refreshing experience that yields positive results for consumers.

About MOVE, INC.: Move, Inc. (NASDAQ:MOVE) is the leader in online real estate with 13.2 million(3) monthly visitors 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 Web site of the National Association of REALTORS®; Welcome Wagon®; Moving.com; SeniorHousingNet.com™; and Top Producer® Systems. Move, Inc. is based in Westlake Village, California.

About SeniorHousingNet.com: SeniorHousingNet.com, part of The Move Family of Networks, is the most comprehensive and easy-to-use online directory of senior housing and care options nationwide - complete with amenities, payment options, photos, floor plans, virtual tours and driving directions. Since 1998, SeniorHousingNet.com has been connecting the nation's top senior living providers to our local and national audience of consumers searching online for senior living options.

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1. U.S. Census Bureau
2. Pew Research Center's Internet & American Life Project 2006-2008
3. comScore Media Metrix, April 2009
4. Reasons to Shift Offline, Spend Online, eMarketer 10/6/07
5. US Online Advertising: Resilient in a Rough Economy, eMarketer 8/19/08

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