

FOR IMMEDIATE RELEASE
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**NETWORK COMMUNICATIONS, INC. APPOINTS CHARITY HISLE
AS COMMUNITY SHERPA OPERATIONS MANAGER**

LAWRENCEVILLE, GA (January 15, 2010) – [Network Communications, Inc.](#) (NCI), the leading content producer of real estate information in North America, today announces the appointment of social media innovator Charity Hisle as Community Sherpa Operations Manager. In this role, Hisle will manage and support NCI's [Community Sherpa](#), a suite of turn-key social media marketing services and features for the multi-family industry.

Regarded by industry professionals as an emerging leader, Hisle is recognized for her innovative and unique insights on utilizing social media strategies to attract and retain customers. Prior to joining NCI, Hisle served as a social media consultant, speaker and trainer. Her extensive experience includes directing new media marketing initiatives, planning and implementing Internet marketing campaigns, e-mail marketing campaigns, and classified listings strategies. Hisle's classified listings strategies and best practices guidelines have resulted in hundreds of leads and leases for apartment communities nationwide.

Hisle's focus on social media marketing, and its implication on small business, developed during her years in the print and multi-family industries. To generate awareness on the benefits of leveraging social media, she established an engagement training blog as well as guest blogs for several multi-family sites.

"We're excited to have someone as highly regarded in both the social media and multi-family space as Charity at the helm of operations for Community Sherpa," said Stuart Christian, senior vice president of operations at NCI. "Charity's innovative thinking, passion and proven record in leveraging social media to impact the bottom line will not only grow Community Sherpa, but also greatly help our customers achieve success in their marketing."

NCI launched Community Sherpa in 2009 to provide a first-in-the-industry suite of turn-key social media marketing services and features to improve search results, increase referrals, enhance resident retention and deliver measurable results for *Apartment Finder* customers. Community Sherpa provides property managers with a custom-branded blog, Facebook and Twitter presence for their community - with full content-creation and network administration support, as well as detailed reporting and analytics.

Community Sherpa is the first service rolled out from NCI's DigitalSherpa operations team whose mission it is to do the heavy lifting associated with building content and managing community.

About Network Communications, Inc.

Network Communications, Inc. is the leading publisher of printed and online real estate information in North America. The company was acquired by Court Square Capital Partners in January of 2005. Its magazines are read by over 12 million readers in over 500 markets and deliver more than one million leads to advertisers each month. Network Communications' assets, *The Real Estate Book®*, *Apartment Finder / Blue Book™*, *Mature Living Choices®*, *Black's Guide®*, *New Home Finder®*, *Unique Homes™*, *Kansas City Homes & Gardens™*, By Design Publishing, *Atlanta Homes & Lifestyles*, *Atlanta Home Improvement*, *At Home In Arkansas*, *Relocating in Las Vegas*, *Colorado Homes & Lifestyles*, *St. Louis Homes & Lifestyles*, *Seattle Homes & Lifestyles*, and *Mountain Living*, include publications that millions of readers around the country turn to when looking for the latest information about the real estate and home design markets. Online magazine content can be accessed at www.nci.com.

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