



FOR IMMEDIATE RELEASE
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NCI's Top Managers Sign New Five-Year Deal

Dan McCarthy, Chairman and CEO, and Gerry Parker, CFO, Renew their Commitment to Leading Local Media Company

Tuesday, January 19, 2010 (Lawrenceville, GA) -- NCI, the leading publisher of local real estate information online and in print, announces today that its top two executives will continue in their leadership roles for the next five years. Chairman and CEO Dan McCarthy and CFO Gerry Parker have signed new five-year employment contracts, according to a filing by the company with the Securities and Exchange Commission.

In making the announcement, Ian D. Hight, managing partner at Court Square Capital Partners, NCI's largest shareholder stated, "Dan and Gerry have done a remarkable job navigating a challenging set of circumstances affecting the housing market, traditional media companies and the economy as a whole. Despite a significant decline in revenue, Dan and Gerry have led the entire NCI team in maintaining strong operating margins, optimizing cash generation and invigorating the company with a parallel focus on strengthening its core brands while developing exciting new growth opportunities. Court Square Capital is pleased to endorse their strategy by supporting Dan and Gerry with new five-year employment agreements."

McCarthy states, "Gerry Parker has been my trusted partner in leading NCI over the years, and we are very fortunate to have a dedicated team of top managers, employees and business partners. We are relentlessly focused on helping our customers generate business leads and improve their business relationships by leveraging our unparalleled media platform and our expertise in the application of social media marketing. The conditions have been tough, but if we are steadfast in our commitment to continually deliver on our promises to our customers and to continually improve through innovation, we'll be successful in creating value for all stakeholders at NCI."

Parker references one of the key areas the company has excelled recently. "Over the past year, we have worked hard to remain competitive and help our customers improve their visibility on the Google web, increase their web traffic, enhance retention, and turbo-charge their marketing programs. It's a natural extension of the services we provide, and our social media marketing services are being very well received in the marketplace. We will continue to expand these programs to be extremely competitive and drive growth in short-term, and stay focused on our core business to remain profitable for the long-term."

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In the past year alone, some crucial and innovative company highlights under McCarthy and Parker include:

Cutting-edge Company Culture

- Implemented Project: Massive Network, which gave every company employee access to social media training. This initiative ensures that the NCI team has the unique skills in content development and management, as well as knowledge of social media networks to deliver on the company mission, and help customers create highly engaging and successful programs that deliver results.

Social Media Content Generation

- Launch of the DigitalSherpa social media marketing service, with the introduction of CommunitySherpa, the first-ever social media marketing program for the multi-family industry, DesignSherpa, for the design and home improvement markets and CRE Sherpa, for the commercial real estate market.

Internet Development

- Redesign of ApartmentFinder.com and TheRealEstateBook.com, incorporating Web 2.0 technologies to improve performance and functionality while simplifying the consumer interface.
- Cutting-edge implementation of social media distribution, including activating Facebook Connect for clients and consumers.
- Introduction of mobile apps for the iPhone and other devices.
- Increase of more than 100% in web traffic, making NCI one of the top hyper-local destinations on the web for housing and home design solutions.

Lead Generation

- Increased lead generation across every brand by improving web distribution, fine-tuning print distribution and redesigning product.

Thought Leadership and Talent Pool

- Release of TREB Real Estate Agent Marketing Study
- Dan McCarthy's ViralHousingFix blog launch
- Exclusive White Paper examining the potential of social media marketing in the multi-family industry. Written by noted social media expert, the paper, *At the Tipping Point: Social Media in the Multi-Family Industry*, uses the company's exclusive, proprietary research on social media habits and attitudes of residents and property managers.
- Eric Brown joins NCI as Social Media Strategist

More company information may be found at www.nci.com.

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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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To interview Dan McCarthy or Gerry Parker, please contact Tami Gross-McCarthy at 212.750.5755 or via email at tami@TMGpr.com.

Media Contact:

Tami McCarthy
TMG
212.750.5755
tami@TMGpr.com