

FOR IMMEDIATE RELEASE
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**THE REAL ESTATE BOOK LAUNCHES NEW RETAIL SITE,
STORE.REALESTATEBOOK.COM**

New Site Delivers a One-Stop Marketing Resource for Real Estate Professionals

Lawrenceville, GA – June 2, 2010 According to the latest information from the Bureau of Labor Statistics, real estate professionals continue to earn a good living. In fact, those at the highest 10 percent earned more than \$101,860.* Being a successful real estate agent means tapping into smart marketing solutions in the local market. Now, *The Real Estate Book* / RealEstateBook.com, the leading publisher of real estate information online and in print in North America, launches www.Store.RealEstateBook.com – an online retail site featuring print, online, direct mail products and more. Packages featured on the new site are developed based on findings from proprietary research on the [marketing habits of top agents](#) and are customized by market.

“One of our greatest strengths is the many people that make up our brand in the over 400 markets we serve around the country,” says Todd Walker, senior vice president of sales and operations. “These talented local publishers are part of the heart and soul of their area’s real estate market, where they are experts at helping agents stand out and connecting them to local buyers and sellers - whether through our print catalog of homes for sale, or a targeted Web presence. This new site and access to these experts make it easier for agents and brokers to stand out - saving them time and money.”

Store.RealEstateBook.com offers new products for U.S. markets where a print magazine, *The Real Estate Book*, is not currently published. “Now, for the first time ever, agents and brokers in areas where *The Real Estate Book*’s color catalog of homes is not published, have the ability to take advantage of the marketing system we offer,” says Scott Dixon, president of Network Communication Inc.’s Real Estate Division. “This benefits all our advertisers as we extend our geographical reach.”

Packages and pricing vary by zip code. Agents can also create custom packages within their budget parameters by calling and working with a real estate marketing specialist. All online purchases can be made with a credit card.

More than just a retail site, Store.RealEstateBook.com is a one-stop marketing resource to help real estate professionals get more results for their advertising investment. Agents can access a range of information and online tools that include:

- Videos
- Downloadable market research
- Interactive tools to help manage and track all advertising
- A weekly [industry newsletter](#)
- Latest news and discussions via [The Real Estate Book’s blog](#), fan page at www.realestatebookfacebook.com and Twitter stream at www.twitter.com/realestatebook

* May 2008 data

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“We’d like agents to bookmark Store.RealEstateBook.com as their marketing resource,” adds Walker. “This site is the latest example of our continuous efforts to provide value to our customers and real estate professionals.”

Store.RealEstateBook.com is offering an introductory 30-day free trial on any online upgrade packages. This offer is available in participating markets.

The Real Estate Book has been helping real estate professionals connect with buyers and sellers for over 30 years. Available in print and online in over 400 markets across the U.S., Canada and the Caribbean, *The Real Estate Book* delivers credible, proven results to its advertisers who benefit from a wealth of experience and an integrated media platform that showcases their listings in a variety of ways. With 8 million magazines in print every 4 weeks, *The Real Estate Book* gets nearly 2 million unique visitors on its Web site, www.RealEstateBook.com, and features thousands of homes for sale, new home communities, and local information.

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*, *Mountain Living*, and *New England Home*, 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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