

FOR IMMEDIATE RELEASE
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APARTMENT FINDER TAPS ANDREW BOTIERI AS NEW PUBLISHER IN BOSTON

Lawrenceville, GA (July 6, 2010) – Apartment Finder, the leading source of [critical information for apartment seekers](#) in the multi-family industry, announces the appointment of industry veteran Andrew Botieri as publisher of the New England Apartment Finder, covering Boston, MA (West, North, South), Providence, RI and Southern New Hampshire. A key player in the multi-family industry for over 20 years, Botieri will build Apartment Finder's presence in the Boston area and extend its services to the surrounding region.

"We are so fortunate to have Andrew join the Apartment Finder team," said Marcia Bollinger, president of Apartment Finder. "Having worked with him over the last 20 years, I know that his extensive knowledge, experience and commitment to promoting leadership within the multi-family industry will be invaluable assets to spearheading Apartment Finder's growth in the Boston area. And the benefits of sharing his passion for training industry professionals will reward many of our customers."

For the past nine years, Botieri has served as a key leader and trainer -- teaching, inspiring and motivating thousands of property management professionals and multi-housing vendors across the country through the company he founded, Total Peak Performance. He says, "My passion is helping people strive to be the best they can be, affording them a richer and more fulfilling life. It has truly been an honor and blessing to have helped so many industry professionals grow professionally and personally. The move to Apartment Finder is an incredible opportunity to go back to my roots and my first love of selling print and Internet advertising to the property management industry with the most respected and progressive company in this niche - *Apartment Finder*."

A seasoned veteran, Botieri's career in the multi-family industry spans over 20 years. His experience includes serving as national sales trainer, regional director and market "turnaround specialist" for HPC Apartment Guides. As vice president of sales and operations at AllApartments/SpringStreet, he helped take HomeStore, now called Move.com, public in August 1999.

About Network Communications, Inc.

Network Communications, Inc. is a leading local media company providing lead generation, advertising and internet marketing services to the housing industry. The company's leading brands are *Apartment Finder*, *The Real Estate Book*, *DigitalSherpa*, *Unique Homes*, *New England Home* and *Atlanta Homes & Lifestyles*. NCI has market representation in more than 500 local markets around the United States. The company's strategy focuses on providing high-quality and measurable marketing solutions to local clients by leveraging its proprietary prospect-focused distribution and content management infrastructure. NCI distributes more than 9.4 million local print catalogs of apartments for rent and homes for sale every month through more than 300,000 distribution points; NCI's websites are leading Internet destinations for

consumers looking for homes to rent or buy, with an average of 2.0 million unique users every month; and it provides internet marketing services using social media tools to its customers.

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