

FOR IMMEDIATE RELEASE  
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## APARTMENT FINDER PROMOTES MICHELLE CHILDERS TO VICE PRESIDENT, EAST

Lawrenceville, GA (June 16, 2011) - Michelle Childers, a fourteen-year employee of the [leading multi-media platform serving the multi-family market](#), Apartment Finder, has been promoted to Vice President, East. Formerly the Mid-South Regional Director where she was responsible for the hiring, training, and fiduciary responsibilities for seventeen markets in six states, Childers, in her new role, will be overseeing the sales and field operation in thirty-seven Apartment Finder markets.

Childers first joined [Apartment Finder](#) in 1997 in Birmingham, AL. Since that time, she has assisted in the opening of fifteen additional markets and the acquisition of four publications in Louisiana, eventually becoming Mid-South Regional Director in 2006. Childers has shared her creative sales and marketing ideas through seminars for the multi-family industry, including her Apartment Finder teammates. Her seminars and training methods have been described as “enthusiastic,” “informative,” and “fun filled.”

Additionally, Childers is a founding board member of the Birmingham Apartment Association, serves on the NAA National Suppliers Council board and the Alabama Apartment Association. She is a Certified Leasing Professional (CLP), Accredited Residential Manager (ARM), Registered Apartment Manager (RAM), National Leasing Professional (NALP), Certified Apartment Supplier (CAS), and an NAA Lyceum Graduate. Her accolades include being a four-time Vendor of the Year Birmingham Apartment Association, a three-time Associate of the Year Birmingham Apartment Association, the recipient of two Presidential Awards from the Birmingham Apartment Association, a Member of the NCI Founders Circle and The Apartment Finder Leadership Elite.

“Michelle’s promotion is a valuable development for Apartment Finder,” said Marcia Bollinger, President of [Apartment Finder](#). “As one of the most experienced leaders in the multi-family industry, she will continue to share her knowledge and expertise, and, therefore, create many new market success stories. She is full of energy and has a true passion to ensure we exceed our customers’ expectations month after month.”

Childers resides in Birmingham, AL with her husband and their two daughters.

### **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, Digital Sherpa, 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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