

**FOR IMMEDIATE RELEASE  
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**APARTMENT FINDER APPOINTS TRISH MOORE  
NATIONAL ACCOUNTS DIRECTOR, WEST**

Lawrenceville, GA (April 5, 2011) - Trish Moore has joined [Apartment Finder](http://ApartmentFinder.com) as National Accounts Director, West. In this new role, Ms. Moore will be responsible for driving the continued growth of Apartment Finder's National Accounts through customer acquisitions, dedicated support management and the promotion of its CommunitySherpa social media marketing service, print publications and online advertising products serving the multi-family industry.

Ms. Moore has over 20 years of experience in successful sales, product, and operations management across the multifamily housing, real estate, lead generation, software as a service, and online advertising industries. Ms. Moore is a highly recognized industry professional with long-standing relationships with key industry leaders and will expand Apartment Finder's ability to grow its current customer base by promoting the #1 consumer-preferred website with state-of-the-art searching, mapping and social media features for the multi-family housing market.

Throughout her career, Ms. Moore has represented notable brands and web properties, including Homestore, Rentnet, Move.com, CollegeRentals.com and Realtor.com. During her tenure at these companies, she generated enormous revenue and client expansions, managed and trained hundreds of sales executives, received several prestigious awards, and in multiple years was the recipient of the President's Club award for Operations Manager of the Year and Sales Director of the Year.

"We are very excited to have Trish join the Apartment Finder team," says Marcia Bollinger, Apartment Finder's President. "She comes with extensive online and sales experience, and solid industry relationships that will help our clients grow their business. The combination of her rich multi-family industry knowledge, passion and talents are assets that our team and our clients will benefit from."

Ms. Moore stated, "Being a part of a company that has an unsurpassed reputation of dedication and loyalty to its employees and its clients as Apartment Finder does, was a key factor in the decision to join this team. I am excited to introduce the Social Media platform to many clients in our industry while supporting our core product offering."

Ms. Moore will be based out of San Francisco, California, where she lives with her husband and daughter. Please contact Trish Moore at [tmoore@apartmentfinder.com](mailto:tmoore@apartmentfinder.com), Twitter @trishm00re or via LinkedIn <http://www.linkedin.com/in/trishmoore>.

## **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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