

FOR IMMEDIATE RELEASE
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U.S. HOUSING MARKET GAINS STEAM FROM HOMES *JUST SOLD!*

The Real Estate Book Recognizes Success of Top Advertisers And Brings Back **SOLD 2009!** Program

Lawrenceville, GA (October 15, 2009) – Despite a year of economic turmoil and challenging market forces, top real estate agents continue to sell homes in 2009. In fact, every day, 13,698 homes are sold – that’s 570 homes sold every hour daily.

To boost consumer awareness and share the success of its advertisers, [The Real Estate Book](#), the leading publisher of real estate information online and in print in North America, has kicked off the **SOLD 2009** program for a second year. **SOLD 2009** not only helps home buyers and sellers find top real estate professionals in their local markets, but also helps agents and brokers show the types of homes that have sold over the past year while marketing homes currently for sale affordably and effectively.

“With so much information circulating about the economy and housing market, spreading positive news about today’s transactions is critical to sustaining the momentum building in the market,” says Scott Dixon, president of *The Real Estate Book*. “Our **SOLD 2009** program is designed to generate awareness and build confidence in the industry around the homes top real estate professionals are selling. It’s another way we deliver value to our advertisers, and help them connect with active buyers and sellers right now.”

Through its **SOLD 2009** program, *The Real Estate Book* will contribute up to 20% of the total pages published in its December 2009 and January 2010 magazines to promote the homes sold by its advertisers in 2009. For every full page purchased, advertisers receive a second page - at no cost – to showcase properties sold in 2009.

Last year, the inaugural year of the program, *The Real Estate Book* published over 6,000 pages in over 8 million magazines to promote the homes sold by advertisers in 2008.

Todd Walker, senior vice president of sales and operations at *The Real Estate Book* adds, “Plainly put, consumers can see that agents in *The Real Estate Book* and on RealEstateBook.com are experienced and actively engaged to help them find or sell a home faster and better than anyone else.”

“This is one way we can promote positive news about the industry and help our advertisers achieve continued success. **SOLD 2009** is just one part of *The Real Estate Book* media package that provides an affordable real estate marketing solution for any market, even on a tight budget.”

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.

For more information on *The Real Estate Book's* **SOLD 2009** program, view a video at: www.RealEstateBookMediaKit.com/SOLD.

To request a book or search online for a property to buy in your market, go to www.RealEstateBook.com or call 1-800-643-1174.

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®*, *Enclave™*, *Unique Homes™*, *By Design Publishing*, *Kansas City Homes & Gardens™*, *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. For more information, visit www.nci.com.

Media Contact:
Tami Gross-McCarthy
TMG
212.750.5755
tami@tmqpr.com