

FOR IMMEDIATE RELEASE
October 27, 2009



SOCIAL MEDIA MARKETING VETERAN ERIC BROWN, FOUNDER OF THE URBANE WAY, JOINS NCI AS SOCIAL MEDIA STRATEGIST

Lawrenceville, GA (October 27, 2009) – Two innovators are joining forces and the result will, no doubt, be cutting-edge. In an effort to advance its e-driven publishing strategy and social media-based product development, [Network Communications, Inc.](#) (NCI), the leading content producer of real estate information in North America, today announces the appointment of Eric Brown, founder of Urbane Apartments, as social media strategist.

Long recognized by industry experts as a vanguard of cutting-edge social media marketing strategies, Brown will help develop new approaches to sustain NCI's move toward a content-sharing model built around social media tools.

Dan McCarthy, NCI's chairman and CEO, also an early adopter of social media in marketing, says, "I've long been an admirer of Eric for his practical-minded entrepreneurial approach to using social media tools to drive renters to his units. But more than that, Eric has demonstrated that when social media marketing is done well, it can positively impact the brand's bottom line. That's key to doing business in the modern world, and we look forward to tapping into his expertise for a mutually beneficial relationship, and one that will greatly help our customers achieve success in their marketing as well."

Profiled by *BusinessWeek* as an innovator in social media, Brown has turned his apartment business into a social media laboratory. He has over 30 years of experience in the multi-family business, having built and developed over 17,000 apartment units – market rate, luxury and tax credit apartments. He has established a solid track record of effectively repositioning an existing rental property to maximize rents and add value for investors and partners. His assets have achieved some of the highest rents per square foot and per unit in Southeast Michigan.

In 2003, Brown founded Urbane Apartments, an apartment community with units in Royal Oak, Michigan. "The Urbane Way" significantly sets him apart - from shunning traditional marketing for social media marketing to his unique approach to underground marketing and property management, the focus is on enhancing the residents' experience. Brown has developed [Urbane MySpace](#), [Urbane Facebook](#), [Urbane YouTube](#) and [Urbane flickr](#) sites and Twitters regularly. To further engage residents, he created the social network site [Urbane Lobby](#) for residents to meet, trade pictures and videos as well as socialize on-line. Additionally, Brown publishes a blog, [Urbane Blog](#), for his residents.

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Brown and NCI share a passion for innovation through product and marketing excellence. In 2009, NCI launched [CommunitySherpa](#), a suite of turn-key social media marketing services and features to improve search results, increase referrals, enhance resident retention and deliver measurable results for *Apartment Finder* customers. A fixed-cost monthly subscription service, CommunitySherpa provides property managers with a custom-branded blog, Facebook and Twitter presence for their community, with content-creation and network administration support, as well as detailed reporting and analytics. CommunitySherpa is the first service rolled out from NCI's DigitalSherpa operations team whose mission it is to do the heavy lifting associated with building content and managing community.

Brown adds, "This is an incredible opportunity to work with NCI. Under Dan McCarthy's leadership, the company has navigated some incredible challenges in the current market environment and made astonishing accomplishments as a result. This is not only impressive, but also shows they understand how important relationships, innovation and content are in order to remain relevant in the digital age. I'm looking forward to being a part of their impressive team, and accomplishing great things together."

Staff at all NCI brands are trained in social media best practices. Every employee in the company has gone through a detailed training program with Domus Consulting to educate them about the power of social media networking best practices, as well as to give them insight and experience in developing effective and influential networks.

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™*, *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*, 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. Online magazine content can be accessed at www.nci.com.

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