

FOR IMMEDIATE RELEASE
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***THE REAL ESTATE BOOK* INTRODUCES POWERFUL SEARCH TOOL FOR HOUSE HUNTERS ON THE GO, LAUNCHES APP FOR IPHONE, ITOUCH, IPAD**

Leading Publisher of Real Estate Information Expands Exposure of Customers' Listings With New Mobile App

Lawrenceville, GA (August 5, 2010) – More Americans are relying on their mobile devices to access information, quickly and easily. The number of people who sought local information on their smart phones grew 51% last year, with the fastest growing method of accessing this info through downloaded apps.* For on-the-go home buyers, *The Real Estate Book* / RealEstateBook.com, the [leading publisher of real estate information online and in print](#) in North America, launches a new application that provides iPhone, iPod Touch and iPad users with access to all its listings – millions of homes for sale across the U.S. and around the world. With its latest offering, *The Real Estate Book* delivers a one-stop marketing solution for agents and brokers to reach home buyers and sellers through their local *The Real Estate Book*, a network of online listing sites, social media tools, direct mail and now an iPhone app.

“We’re always looking to expand our media offerings for real estate agents and brokers to give them a competitive edge,” says Todd Walker, senior vice president of sales and operations. “With our multi-channel marketing solution, they can go into a listing presentation and show the seller how by advertising with *The Real Estate Book*, they are reaching more prospective buyers than agents who just use an online-only, one-dimensional, channel to market their home.”

[The Real Estate Book iPhone app](#) features the millions of property listings for sale across the U.S. and the world available on RealEstateBook.com. The application, available as a free download from Apple’s online App Store, enhances the user experience, offering a suite of features including:

- Search for home listings by city and state/province or zip/postal code
- Map and receive directions to property listings from current location
- View property details and photos of home listings
- Save favorites and share or write notes and attach photos about properties that can be emailed or viewed later



* comScore, June 2009

- Email or call the Real Estate Agent directly from the listing
- View past searches and perform advanced searching by bedroom/bath, price, MLS #, or property type

Scott Dixon, president of Network Communication Inc.'s Real Estate Division adds, "Agents today are inundated with marketing options and can spend enormous amounts of time sifting through them. We seek to make it easy and efficient for them to gain the most exposure for their listings. Our new iPhone app delivers on our commitment to drive more leads and the best value to our advertisers."

To download the *The Real Estate Book* iPhone application, visit: <http://itunes.apple.com/us/app/the-real-estate-book/id379869228?mt=8>

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.

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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