

FOR IMMEDIATE RELEASE  
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**NETWORK COMMUNICATIONS, INC. PARTNERS WITH VAST.COM,  
LEADING PROVIDER OF VERTICAL SEARCH**

***Strategic Alliance Expands Online Distribution of Top Real Estate Publisher's  
Advertisers to Vast.com's Network of Partner Websites***

Lawrenceville, GA - (March 20, 2009) – Inking its third online distribution partnership in as many months, [Network Communications, Inc.](#) (NCI), the largest publisher of print and online real estate information in North America, today announces a strategic alliance to publish the online listings of its anchor home sales and apartment rental brands, *The Real Estate Book* and *Apartment Finder*, respectively, on [Vast.com](#) and its network of partner sites. This deal with Vast.com, the leading vertical search platform for real estate, effectively generates greater online exposure for the advertisers of *The Real Estate Book*, the #1 real estate advertising publication in North America, and *Apartment Finder*, the leading source of critical information for apartment seekers in the multi-family industry, to the millions of home shoppers worldwide that make purchasing decisions through Vast.com's network of partner websites every month.

“NCI is excited to be working with Vast.com,” says Scott Dixon, NCI’s president of the real estate division. “As the leading vertical search platform hosting the largest inventory of real estate listings on the Web, Vast.com is a great fit with our online listings distribution strategy which expands exposure and high-quality leads for our advertisers to home shoppers who are highly likely to buy a property or rent an apartment.”

Vast.com's leading vertical search platform hosts the largest inventory of Real Estate and Rental properties on the web. But more than just making the information available, Vast.com facilitates transactions by better matching these listings with user needs.

*The Real Estate Book's* and *Apartment Finder's* print and online products provide the latest information about real estate and apartment rentals to millions of consumers around the country, while offering a comprehensive and targeted integrated advertising solution for real estate professionals. With 8 million magazines in print every 4 weeks, *The Real Estate Book* attracts nearly 2 million unique visitors on its site, [www.RealEstateBook.com](#), and features thousands of homes for sale, new home communities, and local information from hundreds of cities across the United States and Canada. *Apartment Finder*, the fastest-growing media platform in the apartment industry, publishes books in 114 markets across the U.S. and operates [www.ApartmentFinder.com](#), the #1 consumer-preferred site featuring state-of-the-art searching and mapping features for apartment renters.

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Vast.com is the latest leading site to join NCI's growing online distribution network which includes BobVila.com, Condo.com, EveryMove.com, FrontDoor.com, GlobeandMail.com, Google Base, Home Gain, House Locator, Home Pages, Homescape.com, Live Deal, MSN Sympatico, NYTimes/Real Estate, Oodle.com, RealtyTrac.com, RetirementHomes.com, Trulia.com, Wall Street Journal, Yahoo.com and Zillow.com.

**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](http://www.nci.com).

**About Vast.com**

Vast brings search and search advertising technologies to automotive, real estate, and travel industries, powering vertical shopping experiences for publishers such as AOL, Overstock, and Orbitz Worldwide. A private-label software platform, Vast creates transparent marketplaces that increase efficiency for buyers, sellers, and value-add intermediaries. Millions of consumers make buying decisions through the Vast network today. For more information, visit [www.vast.com](http://www.vast.com).

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