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News Release

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Leading Real Estate Search Engine Trulia.com Signs Marketing Partnership with Keller Williams Realty Inc., Empowering Consumers to Search More Property Listings Online

San Francisco, CA, February 19, 2007 — Residential real estate search company Trulia (www.trulia.com) and International real estate franchisor Keller Williams Realty Inc. (www.kw.com), announced today a strategic business agreement to market all Keller Williams Realty associates' property listings in North America through the Trulia.com search engine. The goal of the new partnership is to deliver consumers a seamless, user-friendly experience when searching for homes, and to provide sellers with an innovative method to promote their homes for sale online.

It also provides a new, cost-effective advertising medium for more than 77,000 Keller Williams Realty brokers and agents, increasing exposure to their listings and delivering their clients another innovative method to promote their homes.

"We have worked extensively with Keller Williams to align our business model with their online marketing interests," commented Sami Inkinen, COO and Co-founder of Trulia. "In the first four days that Keller Williams listings have been live on Trulia.com, we have directed nearly 15,000 qualified home buyers to KW broker and agent Web sites, with one agent reporting that she is already in discussions with an interested home buyer who found her listing information on Trulia."

Trulia's search interface and advanced search technology make available a new experience for real estate shopping online. Consumers can search through property results quickly and efficiently using search criteria that are most important to them, and then be linked directly to the most informed source of property information – the listing agent.

"This agreement marks a clear advantage for our agents when generating leads and better serving their clients," stated Mark Willis, CEO, Keller Williams Realty Inc. "Trulia offers our agents an effective and affordable alternative to traditional advertising, helping our agents advertise their listings to a wider market of potential real estate consumers."

"We believe that Trulia is an agent-centric technology company, so we knew this partnership would be a good fit for both companies," said Mary Tennant, COO of Keller Williams Realty Inc.

Keller Williams' Chief Technology Officer David Therrien adds, "Keller Williams believes that our agents should control how and where their listings are marketed online, and the resulting leads should go directly back to them. This partnership means that we can stay on the cutting edge of the Internet revolution in the industry, and honor our philosophy of always putting our agents' needs first."

About Trulia

Trulia, Inc. (www.trulia.com), a residential real estate search engine, has revolutionized online home search by offering a rich, intuitive user experience that points consumers directly to listings on agent and broker Web sites. By partnering with the real estate industry, Trulia helps consumers find information on homes for sale using custom search criteria such as price and number of bedrooms to market trends and neighborhood data at the hyper-local level. Founded in San Francisco in 2005 by Pete Flint and Sami Inkinen, Trulia is live across the U.S. For more information, go to www.trulia.com.

About Keller Williams Realty Inc.

Founded in 1983, Keller Williams Realty Inc. is an international real estate company with more than 600 offices located across the United States and Canada. It is the fourth-largest and the fastest growing U.S. residential real estate firm in North America, distinguished by its unique culture, leading-edge technology, superior professional education, and an economic model that rewards its 77,000 associates as stakeholders and partners. Keller Williams Realty, which began franchising in 1990, is growing by 1,500 agents a month. Keller Williams Realty agents place high value on professional education and a full-time commitment to real estate sales. For more information, visit Keller Williams Realty online at www.kw.com.

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