

TRULIA SELECTED BY REBNY TO POWER NEW RESIDENTIAL LISTINGS PORTAL FOR NEW YORK

Internet's fastest growing real estate site will simplify home search in nation's most complex market

SAN FRANCISCO, CA. - (March 23, 2007) — Trulia.com, America's intuitive residential real estate search engine, today announced that it has been selected by the Real Estate Board of New York (REBNY), New York City's largest and most prestigious real estate group, to power a Web portal to provide property listings to the public.

The new portal will bring together residential property listings from REBNY-member real estate brokerage firms onto a single public Web site for the first time. Consumers will have access to the full complement of Trulia's easy-to-use real estate tools including interactive market Heat Maps, Real Estate Guides and property listings. Trulia was selected from among six finalists under consideration to build the first real estate search engine dedicated exclusively to New York-based listings.

"This is a historic project, focused on making REBNY-member listings as accessible as possible to home buyers," said Trulia COO and Co-Founder Sami Inkinen. "Pairing Trulia's consumer-friendly tools with REBNY's listings data will create a robust resource for anyone looking to buy or sell a home in the notoriously complex New York real estate market.

Traditionally, REBNY's 365 residential member brokerage firms have shared residential listings among themselves through the REBNY Listings Service (RLS). The REBNY portal will offer New York home buyers and sellers a far more expansive listing database, bringing increased transparency to the New York real estate market. It will also help to place city-wide listings into context via Trulia tools that provide real-time data on neighborhood popularity and price trends at the local level.

"This partnership will finally allow New York City brokers to deliver their listing information to the public in an accessible, informative manner while providing immediate value to home buyers and sellers," said REBNY President Steven Spinola. "We are excited to work with Trulia, who have proven themselves with the fastest-growing real estate site on the Internet, to build a resource that simplifies the way people search for homes in New York City. We are looking forward to building this consumer tool with our membership and with Trulia."

"We are thrilled to partner with an esteemed industry leader to demonstrate how the traditional real estate industry and innovators like Trulia can work together for the benefit of consumers," added Pete Flint, CEO and Co-Founder of Trulia.

About Trulia

Trulia, Inc. (www.trulia.com), a national, 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. Trulia helps consumers find information on homes for sale, and provides real estate information at the hyper-local level to help consumers make better decisions in the home-buying process. Founded in San Francisco in 2005 by Pete Flint and Sami Inkinen.

About the Real Estate Board of New York (REBNY)

REBNY is New York City's leading real estate trade association with 12,000 members. REBNY represents major commercial and residential property owners and builders, brokers and managers, banks, financial service companies, utilities, attorneys, architects, contractors and other individuals and institutions professionally interested in the City's real estate. REBNY is involved in crucial municipal matters including tax policy, city planning and zoning, rental

conditions, land use policy, building codes and legislation. In addition, REBNY publishes reports providing indicators of market prices for both the residential and commercial sectors.

###

Media Contacts

Alisa Weinstein

weinstein@flashpointpr.com

(415) 551-9600