

REAL ESTATE SEARCH ENGINE TRULIA.COM ADDS RESIDENTIAL LISTINGS OF TOP REAL ESTATE SERVICES PROVIDER, REALOGY CORPORATION

Fastest-Growing Real Estate Web Site Combines Comprehensive Listings with Easy-to-Use-Tools to Simplify the Home Buying Process

San Francisco, CA, March 2, 2007 — Trulia.com, America's intuitive residential real estate search engine, today announced a strategic marketing agreement with Realogy Corporation, the largest real estate franchisor and owner and operator of residential real estate brokerages in the United States. Trulia.com will now include all property listings from leading residential brokerage brands Coldwell Banker®, ERA® and CENTURY 21®, as well as those managed by Realogy subsidiary, NRT Inc. Consumers can visit Trulia.com to research homes for sale and to link to listing details and agent contact information on brokerage Web sites.

“Realogy and its brands are adopting Internet listing distribution methods that maximize the advantages of the Web for real estate professionals and consumers alike,” said Alex Perriello, President and CEO, Realogy Franchise Group. “Now, more consumers can easily locate our property listings through Trulia’s intuitive search interface, and instantly be connected to Realogy’s brand network of experienced listing brokers and agents.”

Distributing listings on Trulia is expected to significantly increase exposure for Realogy brand listings and boost consumer traffic to Realogy’s network of 320,000 broker and sales associates. As part of a pilot study in 2006, Realogy provided listings from the ERA.com site, to the Trulia site. During the four-month trial, 15 percent of search portal traffic to ERA.com originated from Trulia.com. Currently, more than one million people per week visit the Web sites of Realogy’s branded brokerages.

“We’re thrilled to provide the Realogy network of real estate professionals with new ways to promote their listings and serve their clients using Trulia.com,” said Sami Inkinen, COO and Co-Founder of Trulia. “Broker franchisees and agents can now offer their listings and contact information through Trulia for free, while offering clients access to Trulia’s interactive tools to help them get the most out of buying or selling a home.”

Trulia is an interactive web site designed to help people find homes for sale and understand local real estate trends at a glance, allowing them to make smarter decisions when it comes to buying or selling a home. Trulia’s tools and advanced search technology provide consumers with several ways to search for homes online: consumers can use interactive heat maps and browse real estate guides to help them understand market trends and neighborhood characteristics at the hyper-local level, using the criteria most important to them.

“We launched Trulia.com to take the headache out of the home-buying process by making it easy for consumers to find properties for sale that meet their search criteria,” said Pete Flint, Co-Founder and CEO of Trulia. “We’re excited to embark on an alliance with the world’s largest real

estate franchisor; this is a significant step in connecting home buyers with an even broader choice of properties for sale and the real estate professionals who represent them.”

Trulia.com is the fastest-growing real estate Web site, with 25 percent month-over-month growth in the past six months and more than one million unique visitors per month. The Trulia site refers more than two million buyers to external listing sites each month. Seventy percent of Trulia users surveyed indicated that they were looking to buy a home in the next 12 months.

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

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