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realestate.com.au COMMENCES PRINT PUBLISHING TRIAL

Launches trial publication into the Eastern Suburbs of Sydney

Today realestate.com.au is announcing the start of a print publishing trial with the launch of the **realestate.com.au Property Guide**.

The Eastern Suburbs of Sydney has been selected for the first of several trial editions of the **realestate.com.au Property Guide**. This 96 page edition will be delivered door-to-door to 50,000 homes today and contains over 1,000 local homes and units for sale.

According to Simon Baker, Chief Executive Officer, "The **realestate.com.au Property Guide** brings together the best of the internet and print publishing to provide the advertiser and reader with a low cost, easy to use and comprehensive directory of properties for sale in the selected area."

Advertisements in the **realestate.com.au Property Guide** are sourced directly from the website and are displayed in a consistent format similar to the search results on realestate.com.au. The advertisements are grouped by price range and by suburb, include photographs and provide readers with a clear link to additional property information online.

"Extensive discussions with agents and consumers have led us to believe that there is a gap in the print publishing market that can be filled by a low cost, comprehensive suburb based directory product. realestate.com.au is well positioned to meet this need by leveraging our market leading brand, the 1.6 million monthly visitors, and Australia's largest real estate database with 330,000 properties listed by 70 percent of the Australian real estate agencies" said Simon Baker.

Over the next few months realestate.com.au will conduct paid live market trials of the **realestate.com.au Property Guide** in various locations around Australia.

"The objectives of these trials are to listen closely to our advertisers and readers and to refine our sales, pricing, and production models. Based on the success of these trials, realestate.com.au will consider rolling out a number of **realestate.com.au Property Guides** in key locations throughout Australia" said Simon Baker.

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