

21st April 2005

realestate.com.au TAKES ONLINE PROPERTY OFFLINE WITH LAUNCH OF INNER WEST EDITION OF realestate.com.au PROPERTY GUIDE

Following successful trials of the realestate.com.au Property Guide in three key areas of Sydney, realestate.com.au is launching a regular fortnightly print publication in the Inner West of Sydney.

The Inner West edition of the realestate.com.au Property Guide will initially be 96 pages and feature more than 1,000 homes and units for sale. The realestate.com.au Property Guide will be distributed with Cumberland Newspapers' "The Glebe" and delivered to 60,000 homes in the Inner West. The first edition of the publication will be on 12th May 2005

According to Simon Baker, Chief Executive Officer of realestate.com.au, "Our initial trials have received extremely positive feedback from both agents and readers. It has shown that there is a gap in the print publishing market that can be filled by a cost effective, comprehensive suburb based directory product. The trials have proven so successful that agents are demanding a regular publication in the Inner West of Sydney."

The Property Guide is a new and innovative product in the print advertising market. It is a directory style publication that adapts how people search for property online into a print product. Advertisements are grouped by price range and by suburb, displayed in a consistent format, must include photographs and it provides readers with a clear link to additional property information online.

The Property Guide has been designed to be highly complementary with the realestate.com.au web site, to deliver strong buyer leads to the agents and to provide buyers with a comprehensive view of properties for sale in the Inner West.

"Our objectives are to take Australia's most popular real estate site from the online world to the offline world and thus make it easier for agents to find the right buyer and for buyers to find the right property.

"realestate.com.au is well positioned to successfully deliver a directory publication by leveraging its strong brand, its market leading position, its 1.6 million monthly visitors, and its database of 350,000 properties listed by 75 percent of the Australian real estate agencies" said Simon Baker.

About realestate.com.au

Launched in 1997, realestate.com.au is Australia's most popular and comprehensive source of real estate listings and information. It is locally and internationally recognized as Australia's number one property website with more than 75 per cent of all agents and developers marketing more than 350,000 properties for sale and for rent on the site every month.

In March 2005, the realestate.com.au website attracted more than 1.6 million unique visitors consisting of 1.34 million Australian and 260,000 from overseas.

realestate.com.au is listed on the ASX (REA) and has five business units: realestate.com.au, realcommercial.com.au, realestate.com.au Publishing, realestate.com.au Web Design Services and realestate.com.au Home Loans.

For further information contact:

Simon Baker
Chief Executive Officer
realestate.com.au
T: 1300 134 174
M: 0402 045 166
E: sbaker@realestate.com.au

Sanna Conquest
PR Manager
realestate.com.au
T. 03 9843-4289
M. 0425-808-889
E. sconquest@realestate.com.au