



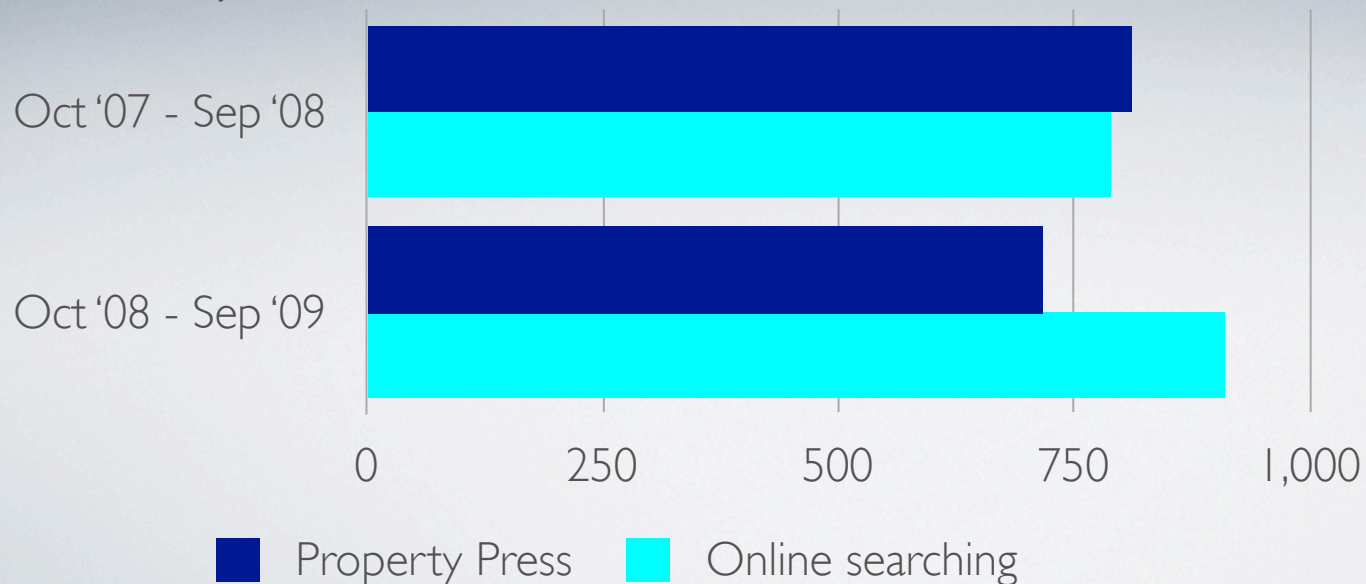
REAL ESTATE ONLINE

Key facts - November 2009

FOCUS OF PROPERTY SEARCH TURNS TO THE WEB

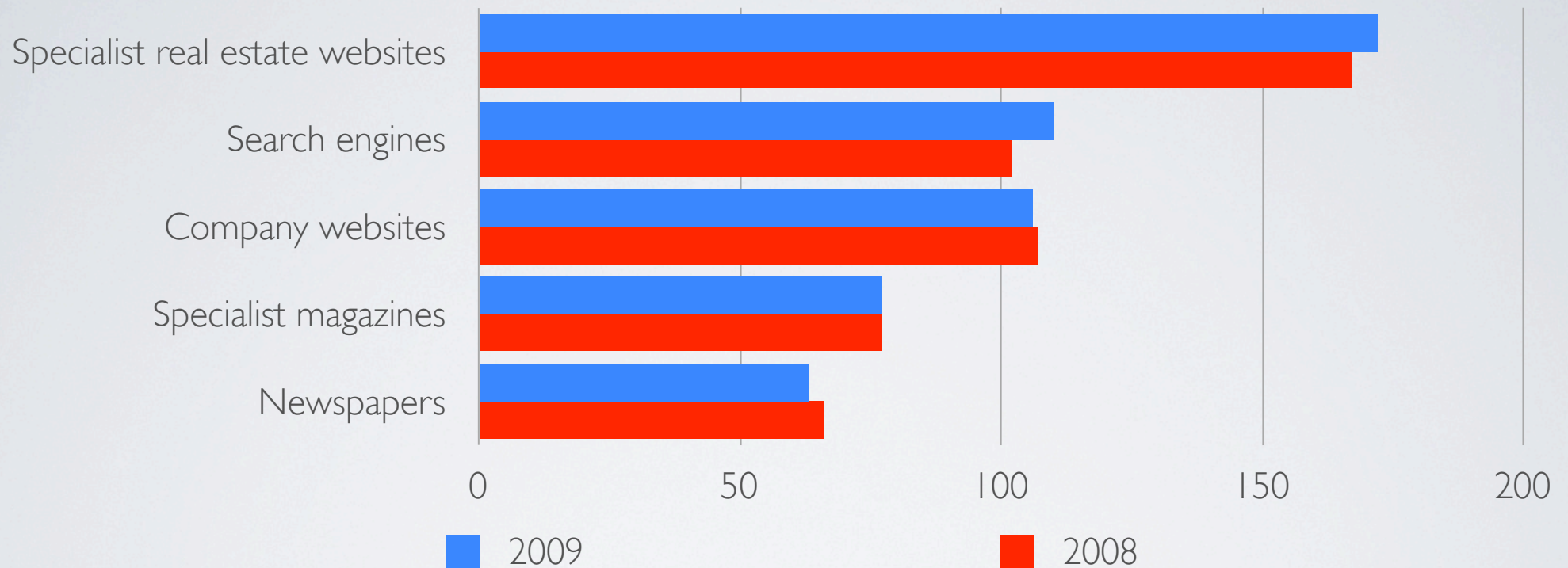


Weekly audience (000's)



Source: Property Press - Nielsen Readership survey (Oct '09) / Online search - Nielsen Online Market Intelligence reporting - total visitor sessions per week on average during period

EXTENSIVE ONLINE PROPERTY RESEARCH



Number of minutes spent researching real estate in the last week.

Nielsen Real Estate annual survey June 2009

LOOKING FOR A TRULY INTERNATIONAL AUDIENCE?

124,000 unique visitors reviewed listings on realestate.co.nz during October 2009 from outside of NZ

