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## **Homes.com Website Traffic Reaches New High**

*Growth outpaces competing real estate websites*

**NORFOLK, Va., August 14, 2007** – Homes.com (www.homes.com), a division of Dominion Enterprises, announced today its highest website traffic results in the company's history. Based on comScore Media Metrix's monthly analysis, Homes.com experienced significant growth in both website visits and unique visitors, showing an increase of 10% in unique visitors between June 2007 and July 2007.

According to internal tracking numbers, Homes.com's total number of visits broke the 3 million mark for the first time in the company's 11-year history. Another exciting milestone for the company's long-term growth was a 40% increase in year-over-year unique visitors.

Homes.com attributes its growing success to a number of business initiatives, including redesigning the website and carving out a niche for itself in customer service. "We have always focused on being a trusted source for homebuyers and Realtors," said Jamie Clymer, Homes.com vice president and general manager. "And we have dedicated our time and resources to creating an environment that serves homebuyers' needs and produces quality leads for our agent clients."

Stevan Cirkovic, Homes.com director of product development explains, "An integral part of the Homes.com redesign in April 2007 was to optimize the content to be more search engine friendly, to add more homebuying tools, and to make the site the number one destination for searching real estate listings. We are thrilled to see that this investment has paid off with increased numbers of homebuyers searching homes for sale."

Based on reports from comScore, the 2007 total Internet audience for the real estate industry has grown 8%. Homes.com has outpaced this growth, showing a 10% increase in its Internet audience. Realtor.com and Zillow.com posted a 1% increase. Homegain.com has lost 4% of their audience since January.

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## **ABOUT HOMES.COM**

Homes.com, a division of Dominion Enterprises, is one of the nation's leading providers of online real estate services, including property listing exposure, website development and innovative marketing solutions. More than 3 million homebuyers visit Homes.com each month to search thousands of listings of homes for sale across the country. The company is headquartered in Norfolk, Virginia with offices in San Diego and Tallahassee, Florida. For more information, visit <http://www.Homes.com>.

## **ABOUT DOMINION ENTERPRISES**

Dominion Enterprises, headquartered in Norfolk, Va., is a leading media and information services company serving employment, real estate, automotive, recreation and industrial markets in the United States. The company operates a variety of technology businesses that offer Internet marketing, Web site design and hosting, lead generation, CRM, and data capture and distribution services including Advanced Access, PowerSports Network, and Dealer Specialties. The company has more than 500 paid and free magazine titles such as *The Employment Guide*, *For Rent*, *Harmon Homes*, *Boat Trader*, *Cycle Trader* and *RV Trader* with a combined weekly circulation of over 5 million, and more than 40 market-leading Web sites such as EmploymentGuide.com, ForRent.com, Homes.com, and TraderOnline.com, reaching more than 8 million unique monthly visitors. The company has nearly 7,000 employees nationwide and 2006 annual revenue of more than \$850 million. For more information, visit [www.DominionEnterprises.com](http://www.DominionEnterprises.com).

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