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iHOUSE Web Solutions Announces the Release of Its Exclusive ListingLaunch System Designed to Sell Listings Faster

The newly launched iHOUSE ListingLaunch system accelerates listing exposure with a combination of powerful listing submission features and incredible real estate marketing tools.

OAKLAND, CA, July 18, 2007—iHOUSE Web Solutions, a leader in real estate website design and marketing service, announces the public release of its exclusive ListingLaunch system. With this system, iHOUSE™ customers can choose from a variety of new listing promotion tools every time they add or modify a listing on their website.

New iHOUSE exclusive features include:

- **Trulia Agent Featured Listing** capability: iHOUSE has teamed up with Trulia Real Estate Search to offer optimum placement of listings within the top page positions on search results. Featured Listings come complete with an agent photo, broker logo and a link to the agent's website. To see a sample visit <http://www.ihouseweb.com/Products/iHouse/ListingLaunch/features.html>.
- **iHOUSE ListingLine:** This powerful lead-capture tool gives an agent a toll-free number with an unique extension for his/her individual listing. This real estate hotline plays automatically-generated or custom-recorded detailed information about the listing 24/7, and an email alert with the caller's phone number is immediately sent to the agent. ListingLine requires no setup whatsoever, unlimited minutes, and offers a FREE sign rider displaying the property's 800 number. The best part: any iHOUSE customer gets their first ListingLine FREE!
- **Spotlight™ Single Property Website:** Spotlight allows real estate professionals to create complete single listing websites using just an MLS number. Each Spotlight website includes a unique web address, and comes pre-populated with updated mortgage and interest rates, school and community information, an attractive homepage slideshow and so much more. For a limited time, Spotlight websites will be offered at 50% off when purchased through the ListingLaunch system by iHOUSE customers. To see a sample Spotlight website, visit <http://www.321SpotlightStreet.com>.

"Each listing is different and requires its own unique marketing plan," says Paul Sheng, iHOUSE Web Solutions CEO. "Instead of purchasing products to market your whole listing inventory, ListingLaunch allows iHOUSE customers to select the appropriate marketing tools on a per-listing basis."

For additional exposure, iHOUSE ListingLaunch offers built in listing submission at no cost to Google Base™, Yahoo! Real Estate, Oodle and Trulia.

ListingLaunch is designed to generate more listing exposure for iHOUSE customer listings. Now avail-

able on all iHOUSE websites, ListingLaunch contains iHOUSE exclusive real estate marketing tools that can't be found anywhere else! For more information, visit <http://www.ihouseweb.com/Products/iHouse/ListingLaunch>.

About iHOUSE Web Solutions

Since 1986, iHOUSE Web Solutions, a division of CIS Data Systems, Inc., has provided real estate professionals with Internet tools to build their businesses. Through continued, successful designs of user-friendly real estate agent websites and other products for real estate web site promotion, the company has built a network of more than 11,000 customers, and maintains IDX data feeds with over 300 MLS's nationwide, representing nearly two-thirds of all listings in the U.S. Its web marketing solutions include **iHOUSE™** websites, **IDXPro™** MLS Search Solution, **Spotlight™** single-property websites, **Click-To-Talk™** one click voice link, **VTShowcase™** virtual tour manager, **ConnectTel™** toll-free hotline phone-marketing service, **MarketReach** email marketing solution, and **LocalNet™** Web Registration service. Headquartered in Oakland, California, iHOUSE Web Solutions can be reached by phone (Toll-Free) at 866-645-7702, email info@ihouseweb.com, or by visiting its website at www.ihouseweb.com.

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