



FOR IMMEDIATE RELEASE

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ForRent.com[™] Forms Exclusive Partnership with HelloMetro.com

Norfolk, VA—(August 8, 2006) – ForRent.com, one of the nation's leading internet listing services, has formed an exclusive partnership with HelloMetro.com, providing apartment seekers with a variety of apartment listings for over 300 cities throughout the U.S.

"We are all about the local Internet and local content," says Clark Scott, President and CEO of HelloMetro.com. "This partnership with For Rent allows us to bring local Apartment information to our visitors."

"This partnership strengthens our opportunity to provide apartment seekers with listings across the United States," says Terry Slattery, Vice President/General Manager of For Rent. "Our clients will also benefit from the extensive reach and online exposure to generate more LEADS[™] and response."

Through this partnership, apartment seekers can easily access listings seen in the For Rent publications as well as the For Rent site by clicking on the "Apartments" tab on the Hello Metro site for the city of their choice. According to Clark Scott, the Hello Metro city networks receive over 3 million unique visitor clicks a month across the Hello Metro Network. By taking advantage of this partnership, For Rent advertisers receive a broader range of exposure, allowing the site to reach into smaller cities and towns.

ABOUT FOR RENT[®]

Headquartered in Norfolk, VA, [For Rent](http://ForRent.com) is a part of United Advertising Media, a division of Trader Publishing Company. As the multi-family housing solution for apartment seekers, property/apartment managers and owners, For Rent provides superior products, outstanding customer service, and tangible results. For Rent operates *For Rent Magazine*, as well as *ForRent.com[®]-The Magazine[™]*, and publishes 63 titles covering more than 190 markets nationwide, as well as *Senior Outlook[™]* and *Para Rentar[™]*. For Rent operates four additional websites: [ForRent.com[™]](http://ForRent.com), [SeniorOutlook.com[™]](http://SeniorOutlook.com), [CorporateHousing.com[®]](http://CorporateHousing.com) and [ParaRentar.com[™]](http://ParaRentar.com). Links to ForRent.com[™] and our family of sites are promoted on most of Trader's 40 market leading Internet sites. We are a company dedicated to the needs of the apartment industry, bringing prospective residents and apartment communities together.

(more)

ABOUT HELLOMETRO.COM

As we have said for five years now, the future of the Internet is "Local." HelloMetro.com offers users the opportunity to get to know a city through local history, attractions, real estate, jobs, Yellow Pages, local resources and other partner sites that provide the most complete and up-to-date information in their particular subject areas. Unlike cluttered city portals that blast online audiences with irrelevant advertising information, HelloMetro.com uniquely dedicates each city site to the flavor of the individual location. The company currently operates 550 locally-oriented city information websites worldwide (www.HelloSeattle.com, www.HelloMiami.com, www.HelloLouisville.com, www.HelloNewYork.com, www.HelloSanFrancisco.com, www.HelloTokyo.com, www.HelloParis.com). HelloMetro.com regularly ranks in the top three city searches with competitors including CitySearch.com, YellowPages.com, Google.com (Local Search) and Microsoft's new Local.Live.com.

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