

Press Release

99acres.com announces partnership with propertyguru.sg, Singapore's leading property portal

New Delhi, xx Oct, 2010: 99acres.com, India's No 1 real estate portal has announced an international association with Singapore's leading property portal, propertyguru.com.sg. Under the agreement, an international menu tab with 'Singapore properties' link has been introduced on the 99acres.com website which will direct consumers to propertyguru's home page. In addition, an 'India' link has been added to the international section of propertyguru site that will drive users to 99acres.com homepage.

"We are very excited to partner with Property Guru.com.sg, Singapore's leading property site. This collaboration will help serious buyers and investors in India access exclusive property classifieds of Singapore. Joining forces with experts will mutually benefit both the partners and will enable each of us to offer our users a simplified property search experience. This represents a great stride in 99acres strategy to always provide the best to our users," said Vineet Singh, Business Head for 99acres.com.

With these new features home buyers based in India, looking to invest in Singapore will find it quicker and easier to search for properties using the 99acres.com site. Similarly, international property buyers can also search for properties in India using the property guru site. Therefore, this partnership will contribute to an increase in traffic for both the portals and will improve search engine visibility and website ranking. In addition, both parties will also collaborate in other areas, such as sharing of editorial content and will work together with property developers.

"We are excited to be partnering with 99acres, India's leading property site. This collaboration will not only benefit both companies from a traffic and revenue perspective, but also make it easier for international property buyers to find foreign property. This fully supports PropertyGuru's strategy to continually innovate and provide better services for our clients," said Mr. Steve Melhuish, CEO of Allproperty Media Pte Ltd.

Recently, 99acres.com emerged as the most preferred site for real estate information in the country as per the recently released Juxt consult report on internet user-ship in India. The site also received a traffic share of 50% and over 32 million page views as per the latest Comscore data.

About 99acres:

99acres.com is the no.1 property portal in India. It was launched by Info Edge, in September 2005, as a gateway to the country's property bazaar, and an information 'exchange' for buying, renting and selling of all types of residential and commercial properties anywhere in the country. The website enables easy access to a huge property bank for netizens and allows for direct connect with brokers/builders in cities in urban and remote parts of India. With properties of almost 8000 builders, 60,000 brokers and 1,00,000 individuals, the portal



lists over 200000 properties at any time. The website has a registered database of 3,00,000 users. 99acres.com was also crowned as the best real estate portal for the year 2009 by the All India Achievers Conference, Builders Information Bureau and Accommodation Times.

For more information or to buy, sell or rent property in India, please log to <http://www.99acres.com>

About AllProperty Media Pte Ltd:

AllProperty Media is a Singapore firm founded in 2006 by two successful entrepreneurs. The Company is best known for running www.PropertyGuru.com.sg, Singapore's leading property site (sources: Hitwise, Alexa and Google). It also runs www.CommercialGuru.com.sg, Singapore's only dedicated commercial and industrial property portal, as well as www.LoanGuru.com.sg and online mortgage brokerage with access to over 200+ mortgage deals at any time.

In September 2010, AllProperty Media won the Singapore IT Federation (SITF) award for "Best E-Enterprise Company 2010", recognizing its contribution to the public and real estate industry. The Company also picked up the "CNBC World's Best Property Award 2009", "Best Property Portal Asia Pacific 2009" and "Best Property Portal Singapore Award" in 2008 and 2009 – for its www.PropertyGuru.com.sg website. According to Hitwise, Google Insights & Alexa.com, PropertyGuru.com.sg is the leading property portal in Singapore. www.PropertyGuru.com.sg is used by over 1.7 million consumers who view 26 million pages and generate over 150,000 leads for advertisers every month. The user-base has tripled in the last 12 months, they are 'mass affluent' with 53% earning over \$100k (source: Aktiv Digital survey with 800 respondents). The site provides real time access to multi-media rich content covering property and home-related products, services, news, advice, guides, tools and largest online property database in Singapore. It works closely with prominent real estate developers in Singapore and overseas, over 18,000 housing agents, and home-related firms. www.CommercialGuru.com.sg was launched in August 2010 and is used by 100,000 business users, browsing 1 million pages and generating 10,000 leads for advertisers every month. It is Singapore's only independent, dedicated commercial and industrial property portal. www.LoanGuru.com.sg was launched in January 2010 and is an independent online mortgage brokerage providing real time access to over 200 mortgage packages from 22 banks. It generates over 500 loan leads per month.

For recent news, please visit www.propertyguru.com.sg/customer-service/press-releases. For more information visit www.PropertyGuru.com.sg, www.CommercialGuru.com.sg or www.LoanGuru.com.sg.