

Grab your prospects' attention and generate more quality leads

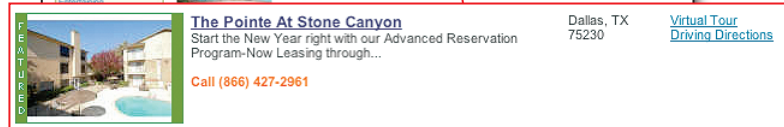
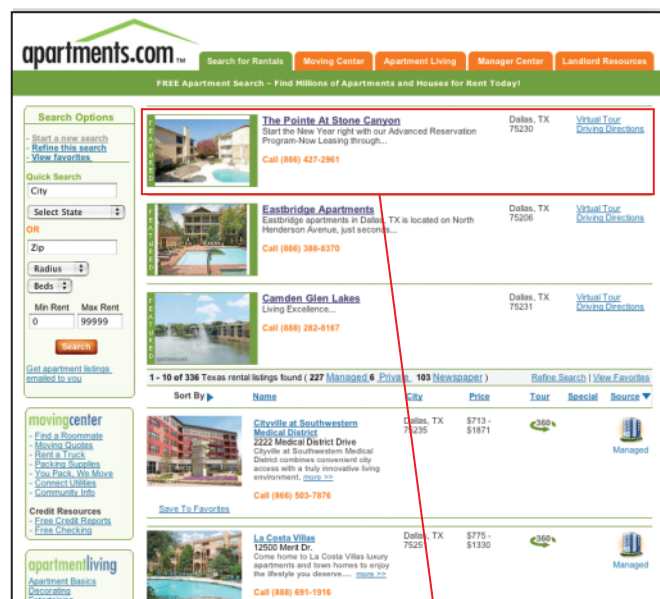
Exclusive Opportunity! Increase leads to your community by as much as 100% with a **Featured Community Listing**.* This premium position vaults you above the competition and puts prospects one click away from your community.

Featured Community Listing:

- Graphic ad with direct link to your Apartments.com Premium Ad
- Exceptional targeting with local positions offered in all geographic areas each month
- Listing details:
 - Community Photo
 - Property Name
 - Property Description: 88 characters including spaces
 - Toll-Free Phone Number
 - City, State and ZIP Code
 - Link to 360° Tour for Platinum Ads
 - Link to Driving Directions
- Appears as a premium position on Search Results pages for the respective market
- Offered on a monthly basis for one low monthly fee

Get qualified leads to your community with this highly visible ad. The Featured Community Listing gives you premium positioning which translates into more leads!

Limited positions available on a monthly basis!
Reserve your Featured Community Listing today!



| Featured Community Listing Statistics* | | | | |
|---|-------------------------|---------------------------------|-----------------------------------|------------|
| The numbers tell it all! Take a look at how current advertisers' property leads have increased. | | | | |
| | MARKET | LEADS MAR '08 (no FCL ad) | LEADS APR '08 (with FCL ad) | % Increase |
| Property A | Dallas/Fort Worth, TX | 65 | 178 | 174% |
| Property B | Nashville, TN | 33 | 75 | 127% |
| Property C | Tampa/St Petersburg, FL | 41 | 87 | 112% |
| Property D | Washington DC | 87 | 180 | 107% |

*Results may vary. Lead data reported represents all leads received for each property from Mar 1-31, 2008 and Apr 1-30, 2008.