

FRONTDOOR.COM/SCRIPPS NETWORKS INTERACTIVE/HGTV

FrontDoor.com is an online real estate listing service powered by HGTV, the No. 1 source for home-related media content. The site currently offers more than 1.5 million listings of homes for sale and partners with top real estate brokerages throughout the U.S. In addition to providing users with the latest residential for-sale property listings, FrontDoor houses expert HGTV advice and videos along with original Web series and a comprehensive library of engaging, interactive tools, guides and information.



The award-winning Web sites created and supported by Scripps Networks Interactive have attracted a monthly average of 15.4 million unique visitors and are category leaders in food, home and living space online. The Scripps Networks Interactive Web properties—HGTV.com, FoodNetwork.com, DIYnetwork.com, FineLiving.com, GACTV.com, Recipezaar.com, and the newest FrontDoor.com—are not only extensions of Scripps Networks leading lifestyle brands, providing users programming information and additional instructional content, but also exciting destinations for original content, engaging video and powerful interactive tools.

Our FrontDoor.com/Scripps Networks Interactive/HGTV Strategy

- ❧ Prudential Real Estate was announced by Scripps Networks Interactive as one of three real estate industry launch partners for the new FrontDoor.com listing search site.
- ❧ We are posting all Prudential Real Estate listings on FrontDoor.com.
- ❧ Prudential Real Estate is working with Scripps Networks on a comprehensive advertising media buy. This buy includes participation in various Scripps Networks Interactive Web sites, special sponsorships and promotions on many of HGTV.com media properties
- ❧ Prudential Real Estate is also launching a nationwide display/banner advertising campaign on FrontDoor.com designed to drive traffic to Prudential.com.
- ❧ All listings on FrontDoor.com are branded with the Prudential logo.