



IN THE NEWS

FOR IMMEDIATE RELEASE

MyNewPlace Announces Vice President of Product Management

Steven Pollock Brings 15 Years Product Marketing Experience

San Francisco – April 12, 2010 – MyNewPlace, the multifamily industry's most cost-effective Internet Listing Site, today announces Steven S. Pollock as Vice President of Product Management. In his new position, Pollock is responsible for product strategy, product marketing and day-to-day management of the company's consumer and multifamily products.

Steve's extensive experience driving product development and marketing for some of the leading technology firms in the world made him a very attractive candidate for our brand," said John Helm, founder and CEO of MyNewPlace. "His vast knowledge and leadership will continue to facilitate MyNewPlace's commitment to technological innovation and successful product improvement and growth."

Pollock joined the company in February 2010 bringing more than 15 years of experience developing and launching technology products. Prior to joining MyNewPlace, Pollock founded and served as Executive Vice President of TuVox Incorporated, a software-as-a-service company specializing in speech automation technology for contact centers. In this capacity he was responsible for product strategy, product development, and driving company innovation, resulting in numerous industry and customer awards.

Throughout his career Pollock has led product management and marketing for a variety of consumer and business to business companies, serving as vice president of marketing for Edify Corporation, a publicly held enterprise software company as well as vice president of worldwide product marketing for Claris Corporation, Apple's software subsidiary. He is a serial entrepreneur, having co-founded multiple venture-backed companies and holds multiple patents as an inventor. Pollock holds a Bachelor of Science from San Jose State University and a Master of Business Administration from Stanford University.

"I am very excited to be part of the MyNewPlace team and utilize my technology background to help the brand build on its innovative products for both the consumer marketplace as well as the multifamily industry," said Pollock.

MyNewPlace has built a strong foundation which will enable us to provide continually increasing value to customers."

For more information about MyNewPlace or to schedule an interview with a company executive, please contact Don Canfield at (303) 682.3942 or via email at don@linnelltaylor.com.

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About MyNewPlace MyNewPlace is the most innovative apartment and home rentals Web site in the U.S. The company offers apartment owners and managers a great source of qualified, prospective residents under a results-oriented pricing program. MyNewPlace delivers free access (via web, mobile web or iPhone/iPod Touch) to rich property information, including photo galleries, videos and neighborhood information. Headquartered in San Francisco, MyNewPlace was founded in 2005 by John Helm. For more information about MyNewPlace, please visit www.mynewplace.com.