

FOR IMMEDIATE RELEASE

Adwerx Launches Mobile App Advertising Product For Real Estate Industry

Startup puts powerful mobile advertising access in the hands of agents nationwide

DURHAM, N.C.— July 22, 2015 — Adwerx, the leading provider of localized digital advertising for over 20,000 real estate agents, today announced the release of a new advertising product that places agent advertisements within mobile apps. The new mobile advertisements will run in the Facebook Mobile NewsFeed and other popular mobile apps, which now account for more than 50% of Internet usage in the United States.

Like the website-focused product that Adwerx launched in 2013, the mobile focused product will be limited to only 5 agents per zip code. The product is expected to sell out quickly in popular zip codes, as there are over 15,000 agents currently on waiting lists.

Today mobile is critical, with nearly 80% of Internet users owning a smartphone and using the device to search the Internet. And 92% of homebuyers are starting their search online. Consumers are also “multi-screening,” going from mobile device to desktop. The new Adwerx product provides a way for real estate agents to reach local consumers who are “in the market” for real estate across multiple devices and screens. This enables them to brand themselves in all of the contexts that a homebuyer or seller might encounter.

Major components of Adwerx for mobile include:

- Standard animated ads for mobile apps, with three distinct frames to showcase agent information
- Facebook mobile newsfeed branding ads
- Access to costly targeted mobile advertising inventory
- Device optimization for Android and Apple iOS devices
- Consistent desktop and mobile ad designs

“Humans now spend more time on mobile than desktop,” said Jed Carlson, chief executive officer of Adwerx. “We are really excited to lead agents into the mobile age of marketing with this simple, affordable, and powerful product.”

Real estate agents can purchase Adwerx mobile advertising campaigns for as little as \$99 a month. Annual campaigns cost 20% less. Many firms have

negotiated discounts with Adwerx, including Berkshire Hathaway HomeServices Century 21, Crye-Leike® Long & Foster®, Engel & Volkers, Fonville Morisey, Keller Williams, Keyes, REMAX, Shorewest Realtors, Sibcy Cline Realtors®, Terrie O'Connor Realtors and TTR Sotheby's.

About Adwerx

One of the fastest growing companies in real estate technology, Adwerx provides brilliantly simple digital advertising to over 20,000 real estate customers across all 50 states. Adwerx is comprised of a team of savvy marketers, experienced software developers, and advertising veterans who are bound together by the simple belief that online marketing should work for everyone. For more information, visit www.adwerx.com.

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