



**FINANCIAL TECHNOLOGY PARTNERS  
ANNOUNCES ITS ROLE AS EXCLUSIVE STRATEGIC AND FINANCIAL  
ADVISOR TO HOMESTORE IN ITS SALE OF ITS WYLDIFYRE  
TECHNOLOGIES DIVISION**

**San Francisco, CA – October 6, 2004** – Financial Technology Partners LLC and FTP Securities LLC (collectively “FT Partners”), the only investment bank focused exclusively on financial technology, today announced its representation of Homestore, Inc. (“Homestore”) in the sale of its WyldFyre Technologies (“WyldFyre”) software division to Siegel Enterprises, Inc. (Siegent Inc.), parent company of eNeighborhoods. The purchase price was \$8.5 million in cash.

WyldFyre is a premier provider of technology solutions for the real estate industry and has been creating state-of-the-art listing management solutions for MLSs and their members since 1992. WyldFyre’s products allow real estate professionals to access display and manipulate property information, photos and maps online or on their desktop. Selling WyldFyre allowed Homestore to concentrate on its core media and advertising solutions for the real estate industry.

Siegent, based in Boca Raton, Florida, is the premier compiler of home and neighborhood information in the USA and currently markets its services through its eNeighborhoods, HomeData and RECHANNEL divisions. Siegent / eNeighborhoods is a portfolio company of Boston-based Summit Partners.

“Our team thoroughly examined the market to find the best potential buyer for WyldFyre. We know the financial technology market and all the respective parties involved well,” said Steve McLaughlin, Founder and Managing Partner of FT Partners. “As a result, we felt we were able to seek out the appropriate buyer for Homestore’s WyldFyre division, which ultimately led to adding significant value for Homestore.”

“We were extremely pleased with Steve McLaughlin and the entire FT Partners’ team. We knew this team would work tenaciously and devote the necessary senior attention to this important transaction for Homestore. They ran a complete and thorough process, ultimately leading to an optimal transaction for all parties involved,” said Allan Merrill, Executive Vice President, Strategy and Business Development.

FT Partners seeks to provide world-class strategic and financial advice to industry leading CEOs and management teams executing mission critical transactions. Mr. McLaughlin was formerly a senior investment banker in Goldman, Sachs & Co.’s Financial Technology Group and was the senior investment banker in the Financial Institutions Group in San Francisco before leaving the firm to launch FT Partners.

***About FT Partners ([www.ftpartners.com](http://www.ftpartners.com))***

Financial Technology Partners (through FTP Securities LLC) is the only investment banking firm focused exclusively on providing strategic and financial advisory services to CEOs in the dynamic financial services and technology sector. FT Partners is led by Mr. McLaughlin, the firm's founder and Managing Partner, and is comprised of a team of experienced investment bankers formerly with the financial technology, M&A and investment banking groups of Goldman Sachs, Credit Suisse First Boston and J.P. Morgan. The firm offers CEO-level services including mergers and acquisitions advisory, private capital raising and IPO advisory. FT Partners was founded by its Managing Partner, Steven McLaughlin, in late 2001 and is based in San Francisco. Steven J. McLaughlin is a registered representative of FTP Securities, a NASD broker-dealer. Any securities related transactions contemplated or acted upon by hereunder are conducted solely by Mr. McLaughlin in this capacity. Additional information about FT Partners can be found at [www.ftpartners.com](http://www.ftpartners.com).

***About Homestore, Inc.***

Homestore, Inc. is the leading provider of real estate media and technology solutions. The Company operates the number one network of home and real estate Web sites including its flagship site REALTOR.com®, the official Web site of the National Association of REALTORS® and HomeBuilder.com(TM), the official new homes site of the National Association of Home Builders. Homestore also operates RENTNET®, an apartments, corporate housing and self-storage resource and Senior Housing Net®, a comprehensive resource for seniors, as well as Homestore.com®, a home information resource. Homestore's print businesses are Homestore® Plans and Publications and Welcome Wagon®. Homestore's professional software divisions include Computers for Tracts(TM), Top Producer® Systems and WyldFyre(TM) Technologies. For more information: <http://ir.homestore.com>.