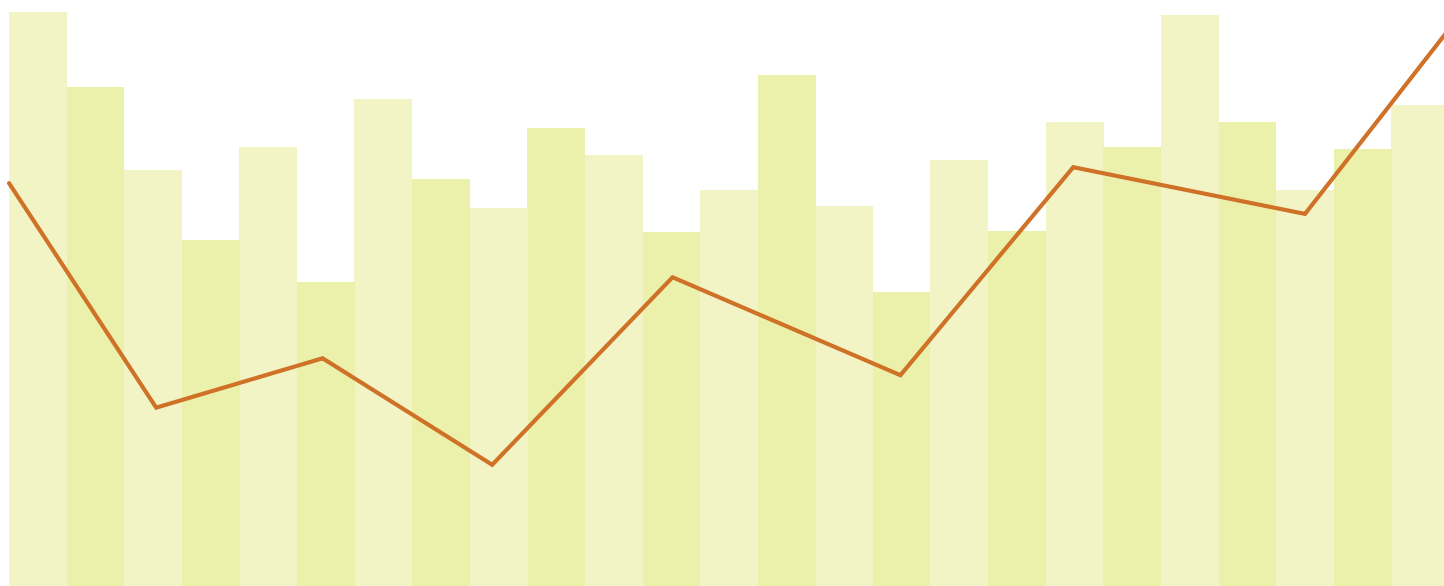


oodle Index Report

2006 – The year in review



Los Angeles

The Oodle Index tracks local, real-time market trends in cars, real estate and apartment rentals based on millions of classified listings posted in Los Angeles. In this report you will read about key trends in 2006 and how Los Angeles compares to other major markets in the United States.

To receive more information or to request an interview, please contact: press@oodle.com.

The Oodle Index

Data for the Oodle Index is calculated nationwide from the hundreds of millions of classified listings published in over 75,000 sources. Oodle tracks and analyzes this data at the city and neighborhood level. As opposed to quarterly indices such as those available in the real estate market, the Oodle Index is updated on a daily basis, reporting trends in real-time.

Currently, Oodle Index reports are available for 12 of the top cities in the United States: Atlanta, Boston, Chicago, Dallas/Fort Worth, Los Angeles, New York City, Orlando, Philadelphia, Phoenix, Seattle, San Francisco, and Washington, D.C.

Los Angeles: Land of Divergent Tastes (in Used Cars)

Of the twelve major cities surveyed in the United States², Los Angeles was the only city where the Chevy Tahoe, a hulking V8 truck, made the most popular used car list. This beast keeps company with the Honda Civic, Toyota Camry, and Volkswagen Jetta — all ‘sensible’ mid-size sedans with good gas mileage — revealing the spread of ‘car tastes’ in Los Angeles. Angelenos appreciate luxury cars as well; Los Angeles and San Francisco were the only cities where the BMW 3-series was one of the three most popular used cars.

Car County?

Los Angeles is known for the nation’s most extensive freeway system, but it turns out that Los Angeles is not the largest resale market. Los Angeles sits in the #3 spot after New York City and Chicago.

Los Angeles Cars Hold Their Value Better Over Time

On average, it appears that cars in Los Angeles hold their value better than similar vehicles nationwide. Seven of the top ten cars in Los Angeles price higher than similar cars nationally. The higher-than-average prices may be attributed in part to cars that depreciate less quickly in the sunny surrounds of Los Angeles – and owners who care for them more diligently.

What are the takeaways for Angelenos? While Los Angeles might not be a great place to drive, it’s a great place to buy a used car. From trucks to luxury vehicles – there’s a broad selection. There are plenty of cars available (at any given time, nearly 175,000 are on the market), and odds are that the car you purchase will have less wear and tear than a car you might purchase from another region.

1. All car data is based on listings in Los Angeles and the surrounding area (approximately 50-mile radius). For a complete list of cities covered, see www.oodle.com.

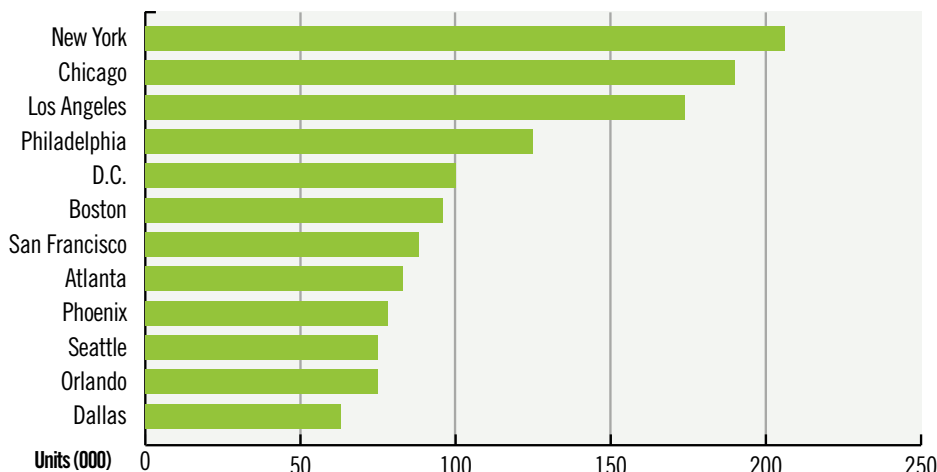
2. Atlanta, Boston, Chicago, Dallas, Los Angeles, New York City, Orlando, Philadelphia, Phoenix, San Francisco, Seattle, and Washington, D.C.

Most Popular Used Cars in Los Angeles 2006

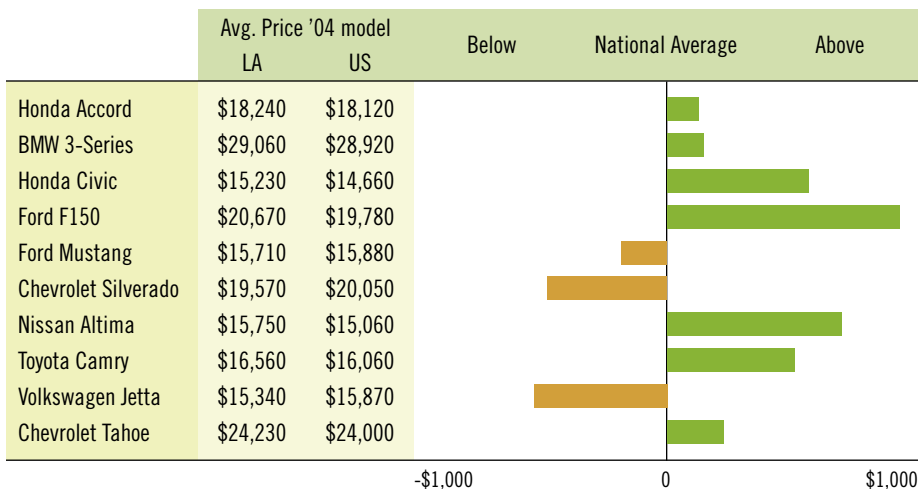
Los Angeles	United States
1. Honda Accord	1. Ford F150
2. BMW 3-Series	2. Chevrolet Silverado
3. Honda Civic	3. Ford Taurus
4. Ford F150	4. Honda Accord
5. Ford Mustang	5. Dodge Ram
6. Chevrolet Silverado	6. Ford Explorer
7. Nissan Altima	7. Chevrolet Impala
8. Toyota Camry	8. Jeep Grand Cherokee
9. VW Jetta	9. Toyota Camry
10. Chevrolet Tahoe	10. Ford Mustang

Number of Cars Listed for Resale

(Dec. 31st, 2006)



Los Angeles Car Prices vs. National Car Prices 2006



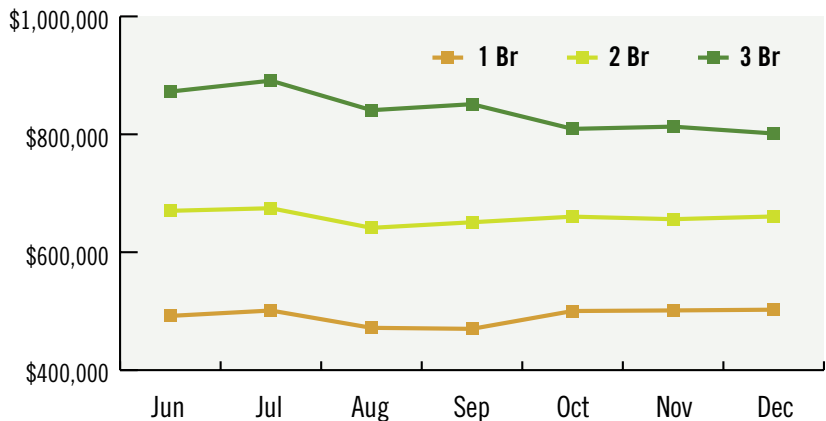
Los Angeles Housing: When's the Right Time (to Buy)?

In short, not yet. The Oodle Index shows rental prices pushing upwards while real estate prices remain high – an indicator that many buyers are sitting on the sidelines and won't re-invest until real estate adjusts further.

This situation may not be surprising, given how far Los Angeles home prices are above the national average, as well as the average in other top cities. The average price of a one-bedroom home in Los Angeles last quarter was \$501,300, versus the national average of \$223,000 and the New York City average of \$456,050. The average price of a two-bedroom home in Los Angeles was \$659,000, compared to an average of \$535,020 in New York City, and a national average of \$219,400.

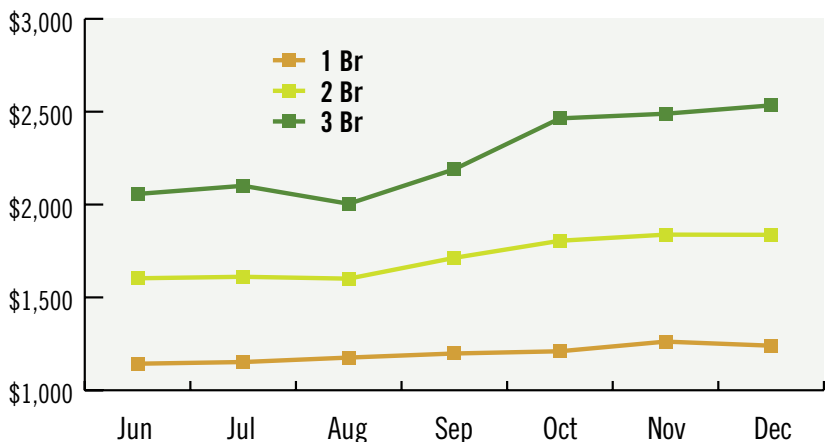
Tips for potential Los Angeles home buyers? Watch rental prices. Rental and real estate markets move inversely. As the real estate market slumps and potential buyers become unwilling to invest in an asset with a declining value, the rental market typically picks up, with competition for available rentals driving up prices. This trend is already apparent in the three-bedroom market that experienced an 6.6 percent drop between Q3/Q4 while rentals rose 16 percent in the same period. If rental prices flatten, in particular while home prices start to fall, it will be a good indicator that buyers are beginning to shift back to the real estate market.

Los Angeles Real Estate Prices 2006



Los Angeles	Q2	Q3	Q4	%Change (Q3/Q4)
1 Br	\$501,000	\$480,900	\$501,300	4.1%
2 Br	\$668,000	\$655,600	\$659,000	0.5%
3 Br	\$871,500	\$861,000	\$807,880	-6.6%
National	Q2	Q3	Q4	%Change (Q3/Q4)
1 Br	\$238,600	\$236,500	\$223,000	-6.1%
2 Br	\$247,300	\$240,600	\$219,400	-9.7%
3 Br	\$267,800	\$254,300	\$239,900	-6.0%

Los Angeles Apartment Rental Prices 2006



Los Angeles	Q2	Q3	Q4	%Change (Q3/Q4)
1 Br	\$1,030	\$1,180	\$1,240	4.8%
2 Br	\$1,500	\$1,640	\$1,830	10.4%
3 Br	\$2,060	\$2,100	\$2,500	16.0%
Big City ⁴	Q2	Q3	Q4	%Change (Q3/Q4)
1 Br	\$1,140	\$1,160	\$1,220	4.9%
2 Br	\$1,540	\$1,520	\$1,610	5.6%
3 Br	\$1,830	\$1,820	\$1,900	4.2%

3. Real estate and rental data is based on condo, apartment, and house listings in Los Angeles.

4. Rental data is calculated based on the average of the 12 cities surveyed in the Oodle Index: Atlanta, Boston, Chicago, Dallas/Fort Worth, Los Angeles, New York City, Orlando, Philadelphia, Phoenix, Seattle, San Francisco, and Washington, D.C.