



## MARKETLINX LAUNCHES MOBILE MLS AUDIO SEARCH

*—VoicePad Technology Lets Agents “Search Any Home from Any Phone”™—*

**SANTA ANA, Calif., Jan. 11, 2010 – MarketLinx, Inc.**, a leading provider of information technology to the residential real estate industry and a member of The First American Corporation (NYSE: FAF) family of companies, announced today that it has partnered with VoicePad® to offer a mobile audio search tool to its MLXchange™, TEMPO™ and InnoVia™ multiple listing service (MLS) customers.

Called VoiceLinx, the solution allows MarketLinx MLS users to hear spoken listing information from any mobile phone simply by calling a local phone number and entering the property’s street name or house number. The system can describe listing details in both English and Spanish, and does not require text messaging, a mobile Web browser or wireless data plan.

“VoiceLinx is simple and effective because it uses familiar technology that agents have been using for years,” said Ben Graboske, chief executive officer of MarketLinx. “Our customers tell us they want more ways to access their MLS information. VoiceLinx enables MLS searching from any mobile phone and can even be used to stream audio listing information to a computer.”

For more information and a live demonstration of VoiceLinx, MarketLinx MLS customers should contact their regional account manager. For information on MarketLinx’s full suite of real estate information technology solutions and services, visit [www.marketlinx.com](http://www.marketlinx.com).

### **About MarketLinx®**

MarketLinx, Inc., a subsidiary of The First American Corporation, offers a full range of products and support services to address the information technology needs of the real estate brokerage and multiple listing service (MLS) market segments. The company’s full array of capabilities streamlines the real estate listing, financing and closing processes, resulting in increased efficiency and profitability. MarketLinx provides North America’s leading MLS and real estate software systems, including solutions for broker business management, agent productivity, and MLS data aggregation and distribution. For more information, visit [www.marketlinx.com](http://www.marketlinx.com).

### **About First American**

The First American Corporation is a FORTUNE 500® company that traces its history to 1889. With revenues of approximately \$6.2 billion in 2008, it is America’s largest provider of business information. First American combines advanced analytics with its vast data resources to supply businesses and consumers with valuable information products to support the major economic events of people’s lives, such as getting a job, renting an apartment, buying a car or house, securing a mortgage and opening or buying a business. The First American Family of Companies, many of which command leading market

share positions in their respective industries, operate within five primary business segments, including: Title Insurance and Services, Specialty Insurance, Information and Outsourcing Solutions, Data and Analytic Solutions, and Risk Mitigation and Business Solutions. More information about the company and an archive of its press releases can be found at [www.firstam.com](http://www.firstam.com).

**About VoicePad®**

VoicePad is a leader in sales force automation and phone-based mobile search for real estate professionals using different variations of its technology within its MLS-integrated (brokers/associations only) and non-MLS-integrated platforms. Hear what the future of real estate sounds like today at [www.voicepad.com](http://www.voicepad.com).

*The names of actual companies and products mentioned herein may be the trademarks of their respective owners.*

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