

YELLOW7 Enters \$85 Billion Vacation Rental Market with VacationList.com



(1888PressRelease) YELLOW7, Inc. "VacationList.com seeks to capture a portion of the \$85 billion vacation rental industry by offering homeowners and renters an alternative experience."

[\(1888PressRelease\)](#) DALLAS--YELLOW7 (OTCQB:YLLC) announces the launch of VacationList.com - the latest user-friendly medium for vacation rentals. While offering a powerful portal for vacation homeowners and renters to exchange information and check for availability, VacationList.com joins the \$85 billion vacation rental homes market (a) alongside other vacation rental home websites such as VRBO.com and HomeAway.com. "HomeAway operates the world's largest online marketplace in the vacation rental listings space," said Jason Burgess, CEO

"Since our property owners can offer discounts and other incentives such as allowing shorter stays, added amenities like private swimming pools and spas, and pet-friendly facilities, a stay at a vacation rental home found on VacationList.com can offer more value to the consumer."

HomeAway raised \$216 million in an IPO in 2011 and currently trades around \$24.00 per share with a market cap in the neighborhood of over \$1 billion as of the date of this release (b). HomeAway reported \$167.9 million in revenue for the period ending 12/31/10. Since launching in 2005, HomeAway has acquired 500,000 paid vacation rental listings.

VacationList.com presents an easy to navigate, engaging yet simplistic website that provides a communication method for those seeking vacation rentals with homeowners and property managers seeking renters. VacationList.com provides property owners with ample room for a detailed description of the home, amenities, and area attractions.

On the other side of the rental relationship, vacationers view VacationList's online vacation home search as a reliable resource for domestic travel in particular, especially those who desire greater flexibility, privacy, extra space, and a kitchen to help save on expensive restaurant bills and bar tabs. "We plan for renters to leave VacationList.com with the feeling that they've received a better value than they may receive through traditional reservations and stays," added Burgess. "Since our property owners can offer discounts and other incentives such as allowing shorter stays, added amenities like private swimming pools and spas, and pet-friendly facilities, a stay at a vacation rental home found on VacationList.com can offer more

value to the consumer."

YELLOW7 is an Internet Media Company operating multiple technology marketplaces created based on market demand and profit potential. YELLOW7, Inc. competes alongside companies like HomeAway (NASDAQ: AWAY), IAC/InterActiveCorp (NASDAQ: IACI), Groupon, Inc. (NASDAQ: GRPN), and LinkedIn Corp. (NYSE: LNKD).

About YELLOW7 (YLLC)

YELLOW7, Inc. (OTCQB: YLLC) is a rapidly evolving internet media company bringing over thirteen years of innovation and creativity to the online industry, having developed memorable media and technologies for brand leaders such as Travelocity, GameStop, TIGI and more. The company's multiple divisions help their clients take full advantage of customized, effective and online technologies. As one of the first development agencies to create motion and interactive elements for websites, YELLOW7 has garnered national recognition by publications such as Inc. Magazine, The New York Times, and USA Today. For more information visit our website at [<http://www.yellow7.com>]. For investment information and filings visit <http://www.yellow7.com/investor-relations>.

Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995: This news release contains forward-looking information within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, including statements that include the words "believes," "expects," "anticipate" or similar expressions. Such forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause the actual results, performance or achievements of the company to differ materially from those expressed or implied by such forward-looking statements. In addition, description of anyone's past success, either financial or strategic, is no guarantee of future success. This news release speaks as of the date first set forth above and the company assumes no responsibility to update the information included herein for events occurring after the date hereof.

Sources:

a. <http://www.otcmarkets.com/edgar/GetFilingPdf?FilingID=7792996>; According to a 2010 survey commissioned from Radius Global Market Research, the vacation rental industry is large-generating more than \$85 billion in 2010 in the United States and Europe-but fragmented and inefficient.

b. <http://www.sec.gov/cgi-bin/browse-edgar?action=getcompany&CIK=0001366684&owner=exclude&count=40>

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