

## **PRESS RELEASE**

For Immediate Release

### **iProperty.com Online Poll Reveals Malaysians remain optimistic about the Property Market in 2010**

57% of Malaysians indicate that there will be an increase in property prices this year

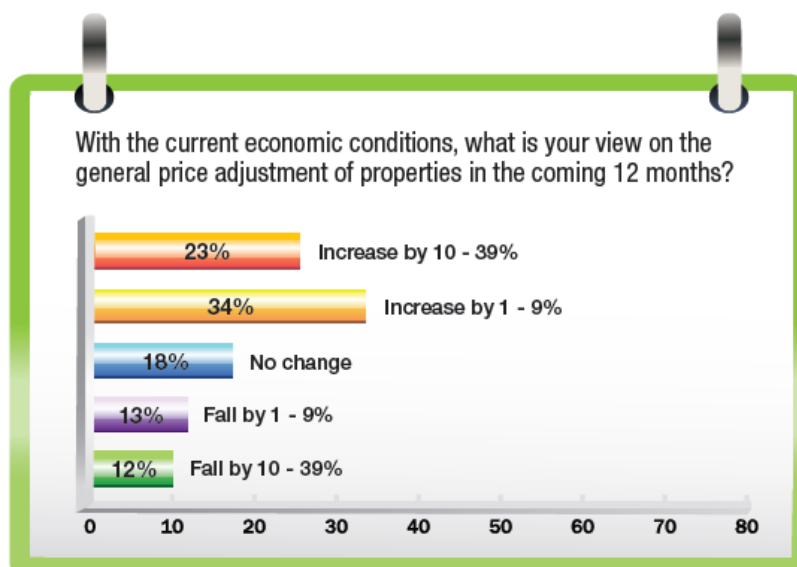
**KUALA LUMPUR, MALAYSIA, 23 February 2010** – iProperty.com Malaysia ([www.iproperty.com.my](http://www.iproperty.com.my)), Malaysia's No. 1 property website today released the results of its online poll on property price movement for 2010.

The poll results indicate that the property market is set to rebound this year. In January, we posted an online survey to study how the market felt about price adjustments for 2010. Over 76% of the public who participated in the poll are optimistic of at least keeping the status quo to a 39% increase.

The 34% of the respondents expect prices to increase between 1% and 9% while 23% believe increases are likely to be steeper between 10% and 39%. 18% of respondents believe there will be no changes to the prices while 25% of the respondents, however, are pessimistic about the market and expect prices to go down.

Country Manager of iProperty.com Malaysia, Ken Tsurumaru says: "From this poll, we can conclude that Malaysians are very optimistic about the property market in 2010. The market will be more vibrant as well as more competitive. We want Malaysians to put iProperty.com Malaysia as their preferred property portal when they search for properties."

He adds, "Most Malaysians feel strongly that 2010 will be a good year for investment. A general sense of optimism has indeed prevailed in the market resulting in many more buyers and sellers than before."



**About iProperty.com Malaysia ([www.iproperty.com.my](http://www.iproperty.com.my))**

iProperty.com Malaysia is the country's No.1 property and real estate website in all key metrics (as confirmed by: ComScore, Frost & Sullivan, Alexa.com and most recently, Google Ad Planner). Working with Malaysia's top developers and more than 3,000 real estate agents, the website offers the largest online database of properties for sale and rent in the country. iProperty.com Malaysia also publishes a monthly magazine.

**About IPGA Limited ([www.ipgalimited.com](http://www.ipgalimited.com))**

Listed on the Australian Securities Exchange, IPGA Limited (ASX: IPP) owns Asia's No. 1 network of property websites under the iProperty.com umbrella brand. The Company is focused on developing and operating Internet-based real estate portals with other complementary offerings in Asian markets. It currently operates consumer and business online property portals in the markets of Singapore, Malaysia, Hong Kong, India and the Philippines. With further expansion planned, IPGA is continuously working to capitalise on its market-leading positions and the rapidly growing online property advertising market throughout the region.

**iProperty.com Network:**

**Singapore:** [iProperty.com Singapore](http://iProperty.com Singapore)

**Malaysia:** [iProperty.com Malaysia](http://iProperty.com Malaysia)

**Hong Kong:** [GoHome.com.hk](http://GoHome.com.hk) and [House18.com](http://House18.com)

**India:** [iProperty.com India](http://iProperty.com India)

**Philippines:** [iProperty.com Philippines](http://iProperty.com Philippines)

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