

## **Second Porch Acquisition FAQ**

### **Why did HomeAway acquire Second Porch?**

With the acquisition of Second Porch, HomeAway has the ability to accelerate the integration of social marketing across its network of sites, providing an additional word-of-mouth marketing channel to its owners, property managers and travelers.

### **Why did Second Porch agree to be acquired by HomeAway?**

This was a tremendous opportunity for Second Porch to pair its innovative technology with the online leader in vacation rentals. Both companies have a passion for vacation rentals and their customers. This was the next step in developing the vacation rental category.

### **What does HomeAway's acquisition of Second Porch mean to me?**

Second Porch subscribers can continue using the Second Porch services at no charge until further notice. Over time, we hope to transition Second Porch customers to become HomeAway customers as we integrate the Second Porch technology.

### **Will HomeAway maintain the Second Porch site or will the site dissolve?**

Second Porch has stopped accepting new subscriptions. Existing subscribers can continue using the services at no charge until further notice. HomeAway anticipates discontinuing the Second Porch site at some point while integrating the social functionality on its existing network of sites.

### **Why are you shutting down the site before you offer similar replacement services?**

By focusing all of our integration efforts on bringing the Second Porch social functionality to the HomeAway sites, which already enjoy significant traveler traffic, we can offer millions of owners, property managers and travelers an enhanced social travel experience.

### **Will my past guest connections that I have built remain intact and transfer to HomeAway sites?**

Yes, HomeAway expects to migrate social connections for existing homes and their guestbooks over with the integration.

**Will HomeAway offer a similar pricing option for a similar service?**

HomeAway intends to leverage the Second Porch technology and team with its own understanding of the vacation rental space to deliver an improved service. We are currently focusing on the development of the product.

**May I continue to use the Second Porch marketing toolkit to post content on my Facebook page?**

For the time being, Second Porch subscribers can use the marketing toolkit to promote their homes.

**What will happen to the Second Porch staff?**

HomeAway is pleased that part of the acquisition of Second Porch includes a social-savvy group of five that are now part of the HomeAway team and are working out of Portland, Ore.