

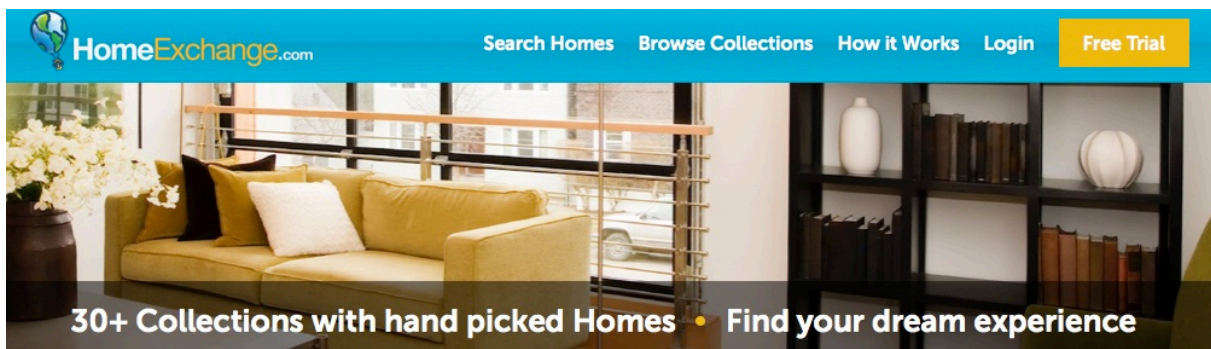


Press Release – January 7, 2015

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## **HOMEEXCHANGE.COM LAUNCHES COLLECTIONS FOR EASY BROWSING AND SHARING**

*Members seeking homes that are “Pet Friendly”, “Gourmet” or “Family Friendly” among others, can now browse these and more on HomeExchange.com’s Collections*



[HomeExchange.com](http://HomeExchange.com), the world’s premier home exchange community, has launched a new feature called “Collections” , designed to make it even easier for members deciding on their next travel destination to browse potential home exchange opportunities by passions, events, and other characteristics, connecting like-minded members around the world.

The first 35 Collections will mark the beginning of a new chapter in the company’s 22-year history, one focused on personalization, accessibility, and increased “shareability.”

Similar to TV guide menu, the Collections page features specific categories such as Gourmet, Poolside, Surfers and Skiers. In addition to categories based on passions, members will also have the ability to connect with other exchangers with similar traits, such as teachers, pet owners, and active retirees. And soon, members will be able to create their own Collections. All Collections can be shared via email or social channels. Listings can easily be tagged and saved to a “favorites” tab to consider in the future. And, if another member has indicated that they’re interested in visiting another member’s hometown, their listing will be prioritized and highlighted in each Collection, increasing the chances of identifying a connection and another destination to visit.

“Our Collections initiative is the result of getting to know our members better and realizing they are a highly diverse group that have very strong passions. Our new features are designed to be increasingly personalized and intuitive, helping members more easily locate new places to travel and share their favorite ideas with like-minded travelers,” says Chief

Operating Officer Jim Pickell.

The Collections launch is the first of several initiatives HomeExchange.com will premiere in the coming months that will fundamentally transform the 22-year old service, which has facilitated more than one million successful home exchanges since 1992.

“Our service has always been shaped by our community, and in 2015, we will make great strides to ensure our member experience is easy, accessible, and personal, from a member’s first sign-in on HomeExchange.com through the completion of their home exchange,” says Pickell.

### **About HomeExchange.com**

Founded in 1992 by Ed Kushins, [HomeExchange.com](http://HomeExchange.com) was a pioneer, early adopter, and promoter of the “collaborative consumption” movement. Building upon a foundation of trust and enthusiasm, HomeExchange.com has evolved into the largest and fastest growing online home exchange travel community in the world. This year, their 60,000+ members will make over 130,000 home swaps across more than 150 countries, eluding the cost of traditional accommodations and saving over 50% on each vacation. HomeExchange.com makes it easy to plan and enjoy a home exchange vacation in almost any country, city, or area of interest, and offers travelers a memorable, authentic ‘live like a local’ experience. The site is now available in 15 different languages. HomeExchange.com was named one of the fastest growing private companies in America in 2013 on the Inc. 500 / 5000 list for the third consecutive year.

For more information, testimonials and pictures, please feel free to contact:

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