

**FOR IMMEDIATE RELEASE**

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**NewPoint Media Group acquires New Home Guide  
Acquisition positions NewPoint for accelerated growth  
in the new construction real estate space.**

NewPoint Media Group, the nation's leading publisher of integrated real estate marketing titles including Homes & Land and The Real Estate Book, today acquired New Home Guide (newhome-guide.com), from Atlanta-based digital marketing leader RentPath.

New Home Guide offers targeted print and digital marketing solutions for builders throughout the southeast.

“New Home Guide has long been a recognized leader in the new construction home space, and this acquisition demonstrates our commitment to growing NPMG’s expertise and footprint in this area,” according to Robert Hardy, CEO of NewPoint. “We are excited to welcome New Home Guide to the NewPoint family.”

Arlene Mayfield, Sr. Vice President of RentPath, adds, “For many years, New Home Guide was an important part of our portfolio of print and digital properties, providing strong leads to homebuilders nationwide. Over the last few years, we have migrated to an all-digital platform and focused all of our energy on our core business of serving the multifamily/rental home market through Apartment-Guide.com, Rent.com and Rentals.com. This transaction should provide excellent opportunities for New Home Guide and its fine sales executives.”

New Home Guide will operate out of NewPoint’s Lawrenceville offices under the leadership of Al Perhacs, VP of the new homes group.

**About NewPoint Media Group**

NewPoint Media Group, LLC <sup>TM</sup> specializes in targeted media solutions that include both print and digital distribution to create integrated advertising and marketing services that amplify overall effectiveness and results. Leading brands include The Real Estate Book, Homes and Land, Mature Living Choices, Senior Living Choices, New Home Finder, New Homes & Ideas, and New Homes Journal. In addition, the Company’s Publications Print Division provides these services to a variety of industries. The Company specializes in integrating print and digital media to effectively reach and engage a targeted consumer audience through local print distribution, web, mobile, direct mail, and social outlets.



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## **About RentPath**

RentPath is a leading digital marketplace connecting millions of consumers with apartments, condos and houses for rent through its network of websites and mobile apps. RentPath's category-leading brands include Apartment Guide, Rent.com, Rentals.com, Lovely and RentalHouses.com. With an unmatched search capability, amplified by constantly refined tools and industry insights, RentPath provides consumers with a clear and simple guide to apartment living through content-rich apartment listings in a user-friendly format with Internet, mobile and social media solutions. The brand's commitment to maximizing owner and manager value makes RentPath a leading multifamily housing industry partner. For more information, visit [www.rentpath.com](http://www.rentpath.com).