



Fidelity National Real Estate Solutions' New Cyberhomes Media Group is First To Help Real Estate Publishers, Advertisers Reach Growing Real Estate Audience

Jacksonville, Fla. -- (May 13, 2008) -- Fidelity National Financial, Inc. (NYSE:FNF), a Fortune 500 provider of products, services and technology solutions to the financial and real estate industries, announced this week that Fidelity National Real Estate Solutions (FNRES) has launched the Cyberhomes Media Group, a new entity led by General Manager Prem Luthra that will help advertisers and publishers reach a huge, highly targeted new real estate audience.

Cyberhomes.com, the home search and valuation site launched by FNRES in 2006, has attracted a large audience of consumers and industry professionals during its first year and a half and a significant redesign was completed this month, adding many new resources and features for consumers to use. Now Cyberhomes Media Group (CMG) puts this growing Cyberhomes audience in easy, economical reach of advertisers through advertising packages and other media opportunities.

In addition, CMG is also creating the first vertical advertising network in real estate, which will allow real estate-related Web publishers to generate additional revenue from their Web sites by implementing ad tags distributed by Cyberhomes. The vertical ad network will also be offered through many of the existing FNRES products, making them very affordable, turn-key revenue generating solutions.

"We believe that the Cyberhomes Media Group offers advertisers the ability to target real estate consumers in a way that is unmatched in the industry," said Luthra. "All real estate is local, and we feel our products will allow the local experts to benefit financially from their rich content, while giving advertisers the specific consumer targeting capabilities they desire so greatly."

"With Cyberhomes, Fidelity National Real Estate Solutions created a unique opportunity for real estate information publishers to maximize advertising revenue from national, regional and local advertisers," said Marty Frame, Cyberhomes General Manager. "Cyberhomes Media Group now makes it easy for any business to use this tool to reach a highly motivated, qualified market segment."

As a leading automated valuation site, Cyberhomes instantly gives visitors a detailed analysis of homes and their surrounding communities. Data is updated continually from more than two million sales listings and 100 million property, ownership, sales and mortgage records, which represent more than 85 percent of the U. S. population. Cyberhomes also powers the valuation and listings aggregation functions for AOL® Real Estate.

"CMG greatly extends the FNRES mission of providing information, technology, tools and marketing solutions that help real estate professionals more effectively connect with consumers throughout every stage of the home ownership process," said Jay Gaskill, president of FNRES. "But what is unprecedented for FNRES is that, through CMG, this market is now available to the business community at large."

Since its introduction in November of 2006, Cyberhomes has attracted increasing numbers of homeowners and homebuyers by providing them with comprehensive property data, such as estimated values, demographics, school rankings, crime statistics, local market trends and more. By creating the richest database of its kind, drawn from sales, tax and other records, FNRES seeks to develop the first choice destination for real estate information.

It is a logical extension of the FNF and FNRES tradition. The Fidelity National family of companies now handles over 30 percent of annual property transactions. In addition, FNRES has unparalleled access to real estate industry data through its 3,000 developed and maintained broker and agent Web sites, its 8,000 lenders and mortgage banking customers, and more than 2,000 title insurance representatives through five FNF title companies.

Businesses that have already initiated advertising campaigns on Cyberhomes have benefited from the site's unparalleled reach and access to the highly valuable real estate audience. They have been able to use contextual, rich media and video to engage their target markets through branding and direct-response campaigns.

The agents, brokers and MLS' that have aligned with Cyberhomes as media partners have benefited from gaining access to the richest real estate content available, increasing revenue potential for their own Web sites and providing them with access to deep advertiser relationships at the national, regional and local level.

According to Frame, Cyberhomes now offers advertisers a way to economically reach an Internet audience with rare loyalty - users average 30 minutes each session and typically visit the site multiple times month.

"We feel that the potential for Cyberhomes to become the recognized first-choice Web site for real estate valuation will translate to unlimited opportunities for businesses to reach one of America's most important audiences," Frame concluded.

For more information on Cyberhomes Media Group or cyberhomes.com, contact Shiraz Vartanian at shiraz.vartanian@fnres.com or via phone at 949.681.4760.

About Fidelity National Financial

Fidelity National Financial, Inc. (NYSE:FNF), is a leading provider of title insurance, specialty insurance, claims management services and information services. FNF is one of the nation's largest title insurance companies through its title insurance underwriters - Fidelity National Title, Chicago Title, Ticor Title, Security Union Title and Alamo Title - that issue approximately 28 percent of all title insurance policies in the United States. FNF also provides flood insurance, personal lines insurance and home warranty insurance through its specialty insurance business. FNF also is a leading provider of outsourced claims management services to large corporate and public sector entities through its minority-owned subsidiary, Sedgwick CMS. FNF is also a leading information services company in the human resource, retail and transportation markets through another minority-owned subsidiary, Ceridian Corporation. More information about FNF can be found at www.fnf.com.

This press release contains forward-looking statements that involve a number of risks and uncertainties. Statements that are not historical facts, including statements about our beliefs and expectations, are forward-looking statements. Forward-looking statements are based on management's beliefs, as well as assumptions made by, and information currently available to, management. Because such statements are based on expectations as to future economic performance and are not statements of fact, actual results may differ materially from those projected. We undertake no obligation to update any forward-looking statements, whether as a result of new information, future events or otherwise. The risks and uncertainties which forward-looking statements are subject to include, but are not limited to: changes in general economic, business and political conditions, including changes in the financial markets; adverse changes in the level of real estate activity, which may be caused by, among other things, high or increasing interest rates, a limited supply of mortgage funding or a weak U. S. economy; our potential inability to find suitable acquisition candidates, acquisitions in lines of business that will not necessarily be limited to our traditional areas of focus, or difficulties in integrating acquisitions; our dependence on operating subsidiaries as a source of cash flow; significant competition that our operating subsidiaries face; compliance with extensive government regulation of our operating subsidiaries; and other risks detailed in the "Statement Regarding Forward-Looking Information," "Risk Factors" and other sections of the Company's Form 10-K and other filings with the Securities and Exchange Commission.

SOURCE: Fidelity National Financial, Inc.

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