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HomeAway Purchases Social Vacation Rental Site, Second Porch

AUSTIN, TX, May 11, 2011 – HomeAway, Inc., the worldwide leader in online vacation rentals, today announced the acquisition of Second Porch Inc., a vacation rental site that enables homeowners and professional managers to market vacation homes to travelers through their social network on Facebook.

With the Second Porch technology and team, HomeAway® intends to accelerate the integration of social features across its network of sites to provide an additional word-of-mouth marketing channel to its customers.

“The Second Porch team understands the intersection between social networking and vacation rentals,” says HomeAway Chief Executive Officer, Brian Sharples. “We are excited to leverage their expertise and bring their technology to our customers who list their vacation rentals with us, and the millions of travelers who visit our sites.”

“We are excited to be joining HomeAway,” says Brent Hieggelke, co-founder of Second Porch. “By bringing the trust and transparency inherent in social media to vacation rentals, HomeAway can not only improve the social experience for the millions of travelers who visit HomeAway sites, but also promote the vacation rental industry to the millions of Facebook members.”

Second Porch will continue to operate from its headquarters in Portland, Ore.

The terms of the deal were not disclosed.

Learn more: [Second Porch Acquisition FAQ](#)

About Second Porch Inc.:

Second Porch is the social vacation home marketplace, where travelers can discover the perfect vacation rental through their trusted social circle, when friends, or friends of friends have rented, rated, or reviewed, or own a participating vacation home. Second Porch enables vacation rental property managers and homeowners to add a powerful word-of-mouth marketing channel to their marketing mix with its social marketplace at <http://www.secondporch.com>

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