

Kennedy Wilson Announces Launch of Zonda – an iPad Application

Meyers Research, a Kennedy Wilson Company, unveils innovative mobile app for the homebuilding industry

BEVERLY HILLS, Calif.--(BUSINESS WIRE)--Oct. 14, 2013-- International real estate investment and services firm Kennedy Wilson (**NYSE:KW**) today announced that Meyers Research, a Kennedy Wilson Company, has launched Zonda™, a mobile application designed to provide market insight for the homebuilding industry by combining interactive tools, real-time data on approximately 250 metrics impacting housing and thoughtful analysis driven by Meyers Research.

Meyers Research, which specializes in real estate research and capital sourcing for the homebuilding industry and multifamily apartment business, was acquired as a wholly owned subsidiary by Kennedy Wilson in March 2012 at the beginning of the U.S. housing recovery.

“I believe that Zonda™ has the power to revolutionize the industry, which for data and analytics is a potential \$100+ million marketplace,” said Jeff Meyers, president of Meyers Research and a 25-year veteran of the market research industry. “We’ve tested the app with eleven companies throughout the homebuilding industry and feedback from beta trials has been overwhelmingly positive.”

Zonda™ targets the nation’s top 50 metropolitan areas and includes market insight from more than 270 U.S. counties. The app allows real estate developers and investors to keep pace with housing industry’s rapidly changing landscape from anywhere, at any time.

Matt Windisch, executive vice president of Kennedy Wilson, commented, “Jeff and his growing team have accomplished an extraordinary amount in the 18 months since joining the company. His group has not only created Zonda™ but also expanded its core research business and sourced several successful residential investment opportunities for the company.”

For more information on Zonda™ or to download the app, visit www.zonda.co.

About Kennedy Wilson

Founded in 1977, Kennedy Wilson is an international real estate investment and services company headquartered in Beverly Hills, CA with 24 offices in the U.S., U.K., Ireland, Spain and Japan. The company offers a comprehensive array of real estate services including auction, conventional sales, property services, research and investment management. Through its fund

management and separate account businesses, Kennedy Wilson is a strategic investor of real estate investments in the U.S., Europe and Japan. For further information on Kennedy Wilson, please visit www.kennedywilson.com.

Source: Kennedy Wilson

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