



INTERNET BRANDS ANNOUNCES CARSDIRECT PLATINUM, THE INDUSTRY'S NEW STANDARD FOR LEAD QUALITY AND CUSTOMER CARE

Latest evolution in lead referral adds real-time customer contact and customized dealer introductions

LOS ANGELES (February 13, 2007)-Internet Brands, Inc., a leading operator of media and e-commerce websites, today announced the launch of CarsDirect Platinum, the latest evolution in vehicle lead programs. Developed to help auto dealers connect with the most ready-to-buy new vehicle shoppers possible, CarsDirect Platinum combines the fastest, most personalized prospect contact in the business with buyer education about the dealership's services, staff and strengths. The result is the most qualified leads in the industry.

"At CarsDirect, we have been working to create the world's best car buying experience since we created the no-haggle buying model almost a decade ago," said Bob Brisco, president and CEO of Internet Brands. "CarsDirect Platinum takes our learnings and applies them to our dealer lead product. Platinum will provide our dealer partners with leads that offer more information about the buyer and a buyer who has been told the benefits of working with the dealer."

With the CarsDirect Platinum product all of a dealer's leads are called within minutes of them being submitted. The Platinum Customer Care representatives gather incremental information from the buyers, such as trade-in and finance needs, and then provide an "endorsement" of the CarsDirect dealer partner by letting the buyer know the dealer's unique strengths and who will be contacting them. This powerful combination of a more detailed lead and a buyer who has been "warmed" for the dealer call, provides an ideal opportunity for dealers to close the sales.

Over 7 million shoppers visit CarsDirect's multiple automotive sites each month, the majority in a buying frame of mind. Whether researching hybrids on www.greenhybrid.com, checking out the latest new car reviews on www.newcartestdrive.com, analyzing the vehicle rankings on Autos.com, or configuring a new vehicle at www.carsdirect.com, site visitors choose to be there. Unlike other web sites, over half of all visitors arrive through the sites' own URLs, or via keyword searches that signal a pure intent to purchase - such as entering "buy a car online." CarsDirect's mastery of the art and science of keyword search includes cutting-edge search engine optimization techniques and active management of over 500,000 key words each day, across all major search engines.

About Internet Brands

Los Angeles-based [Internet Brands](http://www.internetbrands.com) (www.internetbrands.com) is a leading operator of media and e-commerce sites for large ticket consumer purchases, such as cars, real estate, mortgages and travel. The company empowers consumers to make better product choices and save money. Internet Brands' sites deliver superior content and consumer insight and have received dozens of "best-in-class" awards.

Internet Brands' automotive division includes CarsDirect.com, Autos.com, Wikicars.org, GreenHybrid.com and Autodata Solutions. The company's home division includes DoltYourself.com, LoanApp.com, Loan.com and RealEstateABC.com. Internet Brands' travel division includes VacationHomes.com, Vamoose.com, Wikitravel.org, World66.com, BBOnline.com, CruiseMates.com, and CruiseReviews.com.

Internet Brands was founded in 1998 as CarsDirect and added the new parent company name of Internet Brands in June 2005.