



CARSDIRECT LAUNCHES REDESIGNED USED CAR CHANNEL AS IMPORTANCE OF USED VEHICLE SALES CLIMBS

Enhancements help dealers increase revenues by opening inventories to untapped car buying audience and providing qualified sales leads

LOS ANGELES (March 19, 2007)-Internet Brands, Inc., a leading operator of media and e-commerce websites, today launched a fully redesigned Used Car channel on CarsDirect.com. The revamped channel enables used car dealers to expand their car-buying audience beyond the reach of traditional media and capitalize on the growing importance of used vehicle sales, the profitability of which increased by 20 percent in 2006, according to the NADA.

"Our Used Car channel allows dealers to truly grow their target audience by providing access to the valuable CarsDirect community at an affordable price," said Bob Brisco, president and CEO of Internet Brands.

More than seven million unique users visit CarsDirect.com each month. About half of these users visit the site directly, creating a unique, unduplicated audience that has not been exposed to most dealers' marketing messages.

The CarsDirect redesigned Used Channel offers many enhanced benefits for dealers, including the ability to post their entire used vehicle inventory, along with unlimited photos and videos of each vehicle, for as little as \$500 per month. Additional features include comprehensive inventory tracking and benchmarking tools. Free 1-800-number call tracking simplifies monitoring individual leads, and monthly CarsDirect "Dealer Scorecards" rate each piece of used vehicle inventory on desirability in the market and compare buyer satisfaction with the performance of other dealers, providing dealers with valuable information about their operations as they close deals.

The redesign will also have significant benefits for shoppers by incorporating Vertical Search navigation and a Buyer's Bill of Rights. With a simple click, used vehicle shoppers will now be able to search through over two million vehicles based on mileage, fuel economy, color, and a host of other criteria. The search interface ensures that shoppers can quickly find vehicles equipped to their exact specifications, increasing the likelihood of a purchase. Additionally, CarsDirect has created a "Buyer's Bill of Rights" that details how a used car buyer should be treated. The vehicle inventory of dealers who confirm their support for the Bill of Rights will be marked with the exclusive CarsDirect "Trusted Dealer" logo. This endorsement provides shoppers with added peace of mind and helps dealers by reducing consumer mistrust.

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, CruiseReviews.com, and FlyerTalk.com.

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