



Internet Brands Acquires Niche Community Websites HuntingNet.com, OffShoreOnly.com and Horsetopia.com

Highly-Trafficked, Community-Focused Sites Extend Company's Travel & Leisure Division into Valuable New Categories

LOS ANGELES, Jan 23, 2008 (BUSINESS WIRE) -- Internet Brands, Inc. (NASDAQ:INET), a leading operator of media and e-commerce websites, today announced the acquisition of HuntingNet.com, OffShoreOnly.com, and Horsetopia.com, three popular community websites in the online hunting, performance boating, and equestrian niches. The sites join well-known online community destinations including Wikitravel.org, FlyerTalk.com, and BikeForums.com as part of Internet Brands' fast-growing Travel & Leisure division.

"All three of these sites are leaders in their niche categories, with unique original content, strong user participation, and impressive levels of traffic," said Bob Brisco, CEO of Internet Brands. "The acquisition of these sites is a continuation of our strategy to provide our users with rich, high-quality sites and our advertisers with a targeted audience that is passionate about their interests."

HuntingNet.com is the largest hunting community on the Internet. Founded in 1995, the site consists of more than 10,000 pages of content including daily hunting news updates, original articles, field journals, and photo galleries. HuntingNet.com's community forums allow thousands of registered members to discuss all aspects of hunting, from exchanging tips and techniques to sharing photos of recent hunting excursions. A growing video library features how-to videos, competition videos, and user-contributed video clips.

With more than 45,000 registered users, OffShoreOnly.com has grown to be the world's largest performance boating website since 2001. A vibrant enthusiast community and active discussion forum are the primary focus of the site. OffShoreOnly.com is also home to a large collection of user-generated content, including photos, videos, and classified ads. The site complements TheHullTruth.com, a boating and fishing site operated by Internet Brands, to provide enthusiasts with fully comprehensive boating resources.

Since launching in 2002, Horsetopia.com has revolutionized the way people buy and sell horses. The site links buyers and sellers from around the world, creating a global marketplace with a much wider reach than traditional advertising methods. Horsetopia.com charges no commissions or finding fees, and offers free basic text ads to sellers in addition to multimedia paid ads. A discussion forum covers hundreds of topics related to owning a horse, making Horsetopia.com a resource that visitors frequently return to after buying or selling on the site.

Horsetopia.com is Internet Brands' second equestrian-focused website, joining EquineHits.com, a classified ad site for buying and selling horses that was acquired by Internet Brands in 2007.

About Internet Brands, Inc.

Los Angeles-based Internet Brands, Inc. (NASDAQ:INET) is a leading operator of e-commerce and niche community Web sites in categories spanning automotive, travel and leisure, and home and home improvement. With a flexible and scalable platform, Internet Brands operates a rapidly growing network of more than 48 principal Web sites offering consumers the ability to share information through extensive online communities and make informed purchasing decisions. The company's Web sites and communities are often leaders in their categories and have received various best-in-class awards. Internet Brands was founded in 1998 as CarsDirect.com and added the parent company name of Internet Brands in 2005.

SOURCE: Internet Brands, Inc.

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