



Internet Brands Launches Health Vertical With Two Acquisitions

LOS ANGELES, CA, Oct 28, 2009 (MARKETWIRE via COMTEX News Network) -- Internet Brands, Inc. (NASDAQ: INET) today announced the launch of a new Health vertical in the company's Consumer Internet Division. With this expansion, the company now operates in seven high-interest consumer categories: automotive, careers, health, home, money and business, shopping, and travel and leisure.

The new Health vertical focuses on specific medical procedures, fitness and nutrition, and support communities.

"Our approach to the Health vertical is to help people ask the right medical questions and to find the right help with their issues," said Bob Brisco, CEO of Internet Brands. "Health is a huge category, with strong consumer interest, and increasing levels of advertising. We are excited about our new sites -- all have strong organic traffic."

The Health vertical includes two recent acquisitions, HealthNews.org and Vasectomy.com, and six websites in total:

Specific Procedures and Conditions

-- HealthNews.org -- Acquired in the third quarter of 2009, HealthNews helps consumers better understand specific medical conditions and procedures and connects them directly with local doctors and clinics. The acquisition includes DermaNetwork.org, VeinDirectory.org, OnlineSurgery.com, ScanDirectory.org, and FertilityProRegistry.com.

-- Vasectomy.com -- Educates users about vasectomy and vasectomy reversal procedures and also provides access to local physicians.

Fitness and Nutrition

-- FitDay.com -- Offers a free online fitness journal and calorie counter with more than 4 million registered users, helping dieters and fitness enthusiasts achieve and maintain their fitness goals.

-- 3FatChicks.com -- Provides dieters with the latest diet, nutrition, and exercise information and extensive community support for users at all stages of weight loss.

Support Communities

-- I-Am-Pregnant.com -- The leading online community for pregnancy and baby topics, including information about conception, pregnancy, birthing, and caring for newborn babies.

-- CancerForums.net -- Enables users to share a wide variety of cancer-related information, including coping, support, diagnosis, treatment, and financial advice.

Company management will discuss the new vertical and acquisitions on the company's third quarter 2009 earnings call, scheduled for 1:30 p.m. Pacific Time today.

About Internet Brands, Inc.

Los Angeles-based Internet Brands, Inc. (NASDAQ: INET) is a leading Internet media company that owns, operates and grows community and e-commerce websites in the automotive, careers, health, home, money and business, shopping, and travel and leisure categories. With a flexible and scalable platform, Internet Brands operates a rapidly growing network of more than 200 websites, of which more than 90 each receive greater than 100,000 monthly unique visitors. In the third quarter of 2009, the company's websites averaged 50 million monthly unique visitors. More than 96% of the traffic to the company's websites is from non-paid sources.

SOURCE: Internet Brands, Inc.

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