



Internet Brands Announces Entry Into "Money and Business" Vertical

Further Expansion Into High-Interest Consumer Categories Includes Two New Acquisitions

LOS ANGELES, CA, Apr 29, 2009 (MARKET WIRE via COMTEX News Network) -- Internet Brands, Inc. (NASDAQ: INET) announced expansion into the "Money and Business" vertical today. With this new category, the company's Consumer Internet division now operates in six verticals: automotive, careers, home, money and business, shopping, and travel and leisure.

The Money and Business vertical further enhances Internet Brands' focus on high-interest consumer categories and leverages the company's expertise in online content and community management. The new vertical consists of both content and community websites that provide a wide variety of information and resources for people to manage their personal finances or run their own business.

"Our Money and Business websites give consumers the resources they need to navigate the current economic situation," said Bob Brisco, CEO of Internet Brands. "The state of the economy is causing consumers to take a close look at their finances and explore various options to improve their financial situations."

The Money and Business vertical consists of six websites, including the following two websites acquired by the company in the first quarter of 2009:

FinWeb.com - Educates users on personal finance topics such as insurance, taxes, investing and loans.

SmallBusinessNotes.com - Informs small business owners about ways to improve their businesses, including planning, financing, marketing, and operations.

The new acquisitions join the following four websites already owned by the company to comprise the vertical:

Mortgage101.com - Provides educational resources for personal loans and mortgages and an innovative rate directory that educates consumers about the lending process and helps consumers find lenders with the lowest lending rates and consumer friendly lending practices.

Loan.com - Educates consumers about the lending process and helps consumers find ethical lenders with the lowest rates.

CreditorWeb.com - A powerful resource to compare credit card offers from a wide variety of credit card issuers, including small business and student credit cards.

BrokerOutpost.com - One of the largest online communities for mortgage brokers and lenders, the website helps mortgage professionals network, solve difficult loan scenarios, and post questions and get answers on industry-related issues.

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

About Internet Brands

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, 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 80 each receive more than 100,000 monthly unique visitors. In March of 2009, the company's websites received more than 49 million unique visitors. More than 95% of the traffic to the company's websites is from non-paid sources.

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