



Internet Brands Acquires Websites in Money and Leisure Categories

Engaging, Targeted Websites Complement Company's Existing Properties in Valuable Segments

LOS ANGELES, CA, Jul 29, 2009 (MARKETWIRE via COMTEX News Network) -- Internet Brands, Inc. (NASDAQ: INET) announced today that it has acquired three websites in its Consumer Internet division. Two of the websites will join the company's Money and Business vertical, while the third will join the Travel and Leisure vertical.

"These three websites share two important characteristics with the rest of the Internet Brands portfolio," said Bob Brisco, CEO of Internet Brands. "First, most of their revenues come from small and medium size businesses; and second, the vast majority of revenues are driven by performance based advertising, which continues to perform well even in the current economic environment."

The additions to the Money and Business vertical -- the company's newest category that was announced last quarter -- are:

-- BusinessMart.com, a marketplace of thousands of small businesses for sale by owners and brokers across the United States. The site also features one of the largest marketplaces of new franchising opportunities available on both a national and local level.

-- BusinessFinance.com, a content site focused on connecting small business owners to sources of small business loans and other financing. The site also features a large library of articles about starting and financing a small business.

The company's Travel and Leisure category addition is KidsCamps.com, a leading directory of children's camps in the United States, including summer camps, day camps, overnight camps, and a wide variety of specialty camps. The site provides a marketplace for camp jobs and camps for sale. KidsCamps.com joins the company's other camp-related property, MySummerCamps.com, which the company purchased in 2008.

Company management will discuss the new acquisitions on the company's second quarter 2009 earnings call, scheduled for 1:30 pm Pacific Time (4:30 pm Eastern 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, 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 June of 2009, the company's websites received 50 million unique visitors. More than 95% of the traffic to the company's websites is from non-paid sources.

SOURCE: Internet Brands, Inc.

Copyright 2009 Marketwire, Inc., All rights reserved.

News Provided by COMTEX