



Internet Brands Grows Health and Home Verticals With Seven Acquisitions

New Websites Expand Company Categories Into Valuable New Niches

LOS ANGELES, CA, Feb 18, 2010 (MARKETWIRE via COMTEX News Network) -- Internet Brands, Inc. (NASDAQ: INET) today announced expansions of its Health and Home verticals with the acquisition of seven consumer websites.

"We continue to build out our verticals with highly-targeted, high-engagement websites that are the leaders in their specific market niches," said Bob Brisco, CEO of Internet Brands. "As with most of our sites, these latest acquisitions have strong organic traffic, with the majority of their revenues coming from a healthy mix of small, medium, and large advertisers."

"We have now completed more than 100 acquisitions and will integrate these latest sites onto our industry-leading media platform," Brisco added.

Internet Brands' Health vertical focuses on medical procedures, fitness and nutrition, and support communities. The newest additions to the vertical are:

DentalFind.com: Connects consumers with local cosmetic dentists and provides dentists with a range of online marketing services.

InfertilitySpecialist.com: Educates consumers about infertility issues, provides a directory of fertility clinics in the United States, and enables consumers to find leading infertility specialists.

SkinCareGuide.com: Provides comprehensive information for patients about various skin conditions and treatments, and enables them to find leading dermatologists.

The company's Home vertical was established in 2005 and spans the lifecycle of home-related activities, including housing selection, financing, and home improvement. The vertical includes leading sites such as ApartmentRatings.com, RealEstateABC.com, and DoItYourself.com. The new Home acquisitions focus on gardening and other home-based, do-it-yourself activities:

DavesGarden.com: The leading online gardening resource, providing gardening-related articles, educational resources, blogs, and the largest online gardening community.

Gardens.com: Connects gardening enthusiasts with information and reviews on local gardening resources, including plant nurseries, tree farms, and parks.

Craftster.org: The leading online crafting community dedicated to the fast-growing "indie craft" segment.

Splitcoaststampers.com: The leading stamping website with articles, galleries, and discussion forums about rubber stamping, card making, and scrapbooking.

Company management will discuss the new acquisitions on the company's fourth quarter and year-end 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, 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 fourth quarter of 2009, the company's websites averaged 50 million monthly unique visitors. More than 97% of the traffic to the company's websites is from non-paid sources.

SOURCE: Internet Brands, Inc.

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