



Internet Brands Acquires Leading Online Coupon Website Tjoos.com

Latest Acquisition Extends Consumer and Merchant Reach of Company's Shopping Vertical

LOS ANGELES, CA, Mar 03, 2010 (MARKETWIRE via COMTEX News Network) -- Internet Brands, Inc. (NASDAQ: INET) today announced the acquisition of Tjoos.com, a leading and rapidly growing online coupon website.

Tjoos (pronounced "choose") grew by 150 percent to well over 1 million unique visitors in February 2010 compared to the prior year. This growth was driven by the site's more than 500,000 coupons from more than 180,000 merchants.

"This is a hot area," said Bob Brisco, CEO of Internet Brands. "Discount discovery, fueled by community participation, is growing very rapidly and will continue to do so. Consumers want deals, and coupons are a massive marketing channel for both small and large merchants."

Tjoos offers interactive merchant management tools that allow online retailers to customize their listing to facilitate traffic and revenue growth. It also provides a versatile platform for content syndication via Twitter, RSS feeds, blogs, and widgets.

The site joins leading online shopping websites such as UltimateCoupons.com, BensBargains.net, and Bargainist.com in Internet Brands' shopping vertical. Since its establishment in 2008, the shopping vertical has expanded from seven to 13 principal websites and has more than doubled the number of coupons and deals published each month.

"We are very focused on discount shopping and deal discovery," added Brisco. "We believe the market will continue to expand quickly, and we plan to bring a considerable amount of innovation to these sites."

About Internet Brands

Internet Brands (NASDAQ: INET) is a unique and leading Internet media company. INET owns and operates more than 100 websites that are leaders in their vertical markets. These sites include ApartmentRatings.com, CarsDirect.com, CruiseReviews.com, DavesGarden.com, DoItYourself.com, FitDay.com, FlyerTalk.com, HealthNews.org, Loan.com, Wikitravel.org, and many more. In total, these sites organically attract (without paid marketing) more than 55 million unique visitors per month. The vast majority of these sites have very strong community participation.

INET is also unique in its ability to monetize Internet audiences. The company's proprietary platform optimizes yields from its more than 40,000 direct advertisers spanning seven vertical categories. The platform is also core to the company's acquisitions strategy, providing a cost-efficient and scalable approach to expanding the company's reach.

SOURCE: Internet Brands, Inc.

Copyright 2010 Marketwire, Inc., All rights reserved.

News Provided by COMTEX