



Internet Brands Acquires Online Professional Directory Network ExpertHub

Acquisition Greatly Expands Reach of Company's SMB-Focused Money and Business Vertical

LOS ANGELES, CA, Apr 28, 2010 (MARKETWIRE via COMTEX News Network) -- Internet Brands (NASDAQ: INET) today announced the acquisition of ExpertHub, a network of websites that connects consumers with attorneys and other professionals. The network joins the company's rapidly growing Money and Business vertical.

Whether they need a lawyer, a doctor, or other professional, the ExpertHub network of websites helps consumers find the right match by providing targeted content and listings of qualified local professionals. The network provides an extremely efficient way for professionals to attract clients.

"SMB Internet advertising is growing very rapidly, especially amongst professionals," said Bob Brisco, CEO of Internet Brands. "ExpertHub features targeted articles written by the experts that are attracting highly qualified audiences the professionals are seeking."

The ExpertHub network includes dozens of websites that are leaders in their specific niches, such as CriminalDefenseLawyer.com, BankruptcyLawFirms.com, and LawFirms.com.

"ExpertHub has developed a leading platform for the professional services market, and the platform is compatible and complementary with Internet Brands' strategy and technology infrastructure," said Steve Lombardi, President of ExpertHub. "Our team is looking forward to working with Internet Brands to further build out the ExpertHub network."

Shopping Acquisitions

Internet Brands also announced the acquisition of two websites in its Shopping vertical. DoDTracker.com ("Deal of the Day" Tracker) aggregates "one-a-day" deals from major retailers, while PursePage.com provides reviews of designer handbags and lists designer sales events.

"We continue to see very strong growth in the social shopping arena," said Brisco. "There is a very active convergence of consumer interest, advertising migration, and innovation of social shopping tools in which we are participating."

About Internet Brands, Inc.

Internet Brands, Inc. (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, DoltYourself.com, FitDay.com, FlyerTalk.com, HealthNews.org, Loan.com, Wikitravel.org, and many more. In total, these sites organically attract (without paid marketing) approximately 58 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 online footprint.

SOURCE: Internet Brands, Inc.

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