



Internet Brands Automotive Network Announces Most Recent Acquisitions, Enters comScore's Automotive Top 5

- Five new enthusiast website acquisitions include 5series.net and gtr.co.uk

- More than 30 million monthly visits in September 2011 place Internet Brands' auto network among the most popular auto destinations on the Internet

LOS ANGELES (October 27, 2011) -- Internet Brands today announced its five most recent auto enthusiast website acquisitions joining the Internet Brands Automotive Network. The sites are: 5series.net, CobaltSS.net, gtr.co.uk, DieselTruckResource.com and DieselBombers.com.

The company also announced that the Internet Brands Automotive Network has become one of the top five most-visited automotive properties on the Internet. The ranking comes from digital measurement firm comScore's September 2011 report on online properties in its Automotive category, which ranks properties by total audience.

The Internet Brands Automotive Network is one of the largest portfolios of automotive websites in the world. More than 100 auto e-commerce and community websites span the lifecycle of car buying and vehicle ownership. Flagship sites CarsDirect.com, Autos.com and NewCarTestDrive.com help consumers research, price and purchase a car. Post-purchase, Internet Brands' auto community websites provide discussion for owners and enthusiasts of virtually every vehicle make and model. In addition to the acquisitions announced today, community sites include CorvetteForum.com, ClubLexus.com, Ford-Trucks.com and MBWorld.org.

"Our auto network is truly unique in its ability to simultaneously reach millions of car seekers, in-market buyers and car owners," said Alvin Fong, Vice President of the Internet Brands Automotive Network. "We're proud to offer a valuable variety of content to our users while helping advertisers reach their campaign goals by connecting them with a targeted, receptive audience. We look forward to keeping this momentum going strong."

For advertisers, the Internet Brands Automotive Network offers a variety of branding and advertising options to connect with its valuable audience including traditional and mobile ad units, sponsorship opportunities, social media fan page requests and many other options.

The list of most-visited automotive properties as measured by comScore in September 2011 is as follows:

1. eBay Motors U.S.
2. Yahoo! Autos

3. AOL Autos
- 4. Internet Brands Automotive**
5. AutoGuide.com Group
6. AutoTrader
7. MSN Autos
8. SIM Automotive Digital
9. KBB.com
10. Edmunds

A full list of sites comprising the Internet Brands Automotive Network can be found at <http://www.internetbrands.com/our-brands/automotive/>.

About Internet Brands

Headquartered in El Segundo, Calif., Internet Brands (www.internetbrands.com) is a new media company that operates online media, community, and e-commerce websites in vertical markets. The company also develops and licenses Internet software and social media applications. In its Consumer Internet Division, Internet Brands owns and operates more than 200 principal websites in eight categories. The company currently attracts, on average, more than 85 million unique visitors per month viewing 695 million pages, with 97% of the network's audience originating from organic, non-paid sources.

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