



Internet Brands Acquires Nolo, the Definitive Online Source for Consumer Legal Information

Acquisition solidifies company's leadership position in the online consumer legal space

LOS ANGELES (May 2, 2011) – Internet Brands today announced the acquisition of Nolo, Inc., a market leader in consumer-friendly legal information and marketing services.

Nolo was established in 1971 as the first publisher of do-it-yourself legal books for consumers. It offers consumers plain-English legal information through thousands of high-quality original books, articles, blogs, podcasts, videos, and much more. The company also operates Nolo.com (www.nolo.com), a top-ranked legal portal that includes a fast-growing online lawyer directory that serves as a local advertising medium for legal professionals across the United States.

“Consumer demand for quality, easy-to-understand legal information continues to grow very rapidly online,” said Bob Brisco, CEO of Internet Brands. “Nolo is the gold standard for original legal content, and has expertly navigated the shift to the Internet and digital formats.”

Nolo’s operations will be combined with those of ExpertHub (www.experthub.com), Internet Brands’ existing legal-focused division, to create a dominant player in the online legal category. The combined operation will attract millions of monthly visitors to domains including Nolo.com, LawFirms.com, CriminalDefenseLawyer.com and many more. Lawyers will benefit from this expanded audience and from additional client development options across all Internet Brands legal websites.

“This combination creates a centrally operated, all-encompassing collection of premium online legal resources that we’re extremely proud of,” said Steve Lombardi, general manager of ExpertHub. “It’s a win-win: for consumers hungry for legal information and for legal professionals, especially solo and small firms, looking to build their practice. We can’t wait to get started.”

While the majority of Nolo’s growth is online, Nolo will continue its established print operations post-acquisition.

“Nolo has always advocated for a more accessible and affordable legal system while giving consumers the plain-English information they needed to tackle everyday legal tasks,” said Jake Warner, executive chairman and co-founder of Nolo. “We’re confident that Internet Brands’ proven expertise in e-commerce, consumer-focused products, and online SMB marketing services will maximize Nolo’s online presence.”

“After four decades of success, we are excited to see Nolo continue to thrive in the hands of the Internet Brands team,” added Warner.

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 seven categories. The company currently attracts, on average, more than 79 million unique visitors per month viewing 715 million pages, with 97% of the network's audience originating from organic, non-paid sources.

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