



Internet Brands Acquires Weddingbee.com and JustMommies.com

Women-focused community websites lead their categories and host valuable, engaged audiences

LOS ANGELES (July 11, 2011) -- Internet Brands today announced the acquisition of Weddingbee.com and JustMommies.com, two established and growing community websites for women.

Weddingbee (www.weddingbee.com) is one of the largest wedding blogs on the Internet, read obsessively by brides, grooms, bridesmaids, wedding vendors and industry insiders. The site's vibrant discussion forum is a valuable wedding planning resource with a core focus on helping real brides through their wedding journeys. Weddingbee launched in 2006.

Launched in 2000, JustMommies (www.justmommies.com) is a top-ranked parenting community for moms and moms-to-be. The site promotes a positive, friendly environment for women to discuss all aspects of pregnancy and parenting. JustMommies also offers popular Pregnancy Calendar and Due Date Calculator tools.

"These sites are first-class: they lead their niche categories, are extremely community-focused, and attract users who are caring and engaged," said Bob Brisco, CEO of Internet Brands. "Both sites also offer advertisers the opportunity to connect with an audience actively seeking information about specialized products and services."

The acquisitions join several other women-focused websites operated by Internet Brands across its consumer categories, including i-am-pregnant.com, WAHM.com (Work at+ Home Moms), Splitcoaststampers.com, QuiltingBoard.com and Craftster.org.

Weddingbee and JustMommies were purchased from Santa Monica, Calif.-based eHarmony, Inc., which operated the sites for several years before the sale to Internet Brands.

"Internet Brands has a proven industry track record of successfully managing and growing community websites," said Greg Steiner, eHarmony's President and Chief Operating Officer. "We're looking forward to seeing Weddingbee and JustMommies continue to thrive under the care of their new owners."

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 80 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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Contact:

Joe Ewaskiw, Internet Brands

310-280-4539

joe.ewaskiw@internetbrands.com