



Internet Brands Acquires Smart Design Blog Inhabitat

Website's focus on emerging home design trends adds sophisticated expertise to company's Home-focused portfolio

LOS ANGELES (September 7, 2011) -- Internet Brands today announced the acquisition of Inhabitat (www.inhabitat.com), a popular New York City-based blog devoted to leading-edge home design, architecture and sustainable design practices.

Inhabitat launched in 2005 by then-architecture student Jill Fehrenbacher as a forum to investigate emerging trends in green building, clean technology and sustainable design. Since its inception, Inhabitat has built a loyal community of creative, educated readers around the globe. Current readership reaches about 2 million unique monthly visitors viewing more than 10 million pages each month.

"Inhabitat brings a fresh perspective on elegant, smart home design that really enhances our collection of Home-related websites," said Michael Egan, SVP and general manager of the Home division at Internet Brands. "The quality of the content speaks for itself – something any of the site's devoted readers can tell you. It's the definition of unique, relevant and truly valuable information, and we're excited to have such a talented editorial team join the Internet Brands family."

Inhabitat joins a growing collection of websites spanning the lifecycle of home living in Internet Brands' Home division. These sites include DoItYourself.com, ApartmentRatings.com, Gardens.com, RealEstateABC.com, Craftster.org and many others.

"I'm very excited about what this partnership means for Inhabitat," said Jill Fehrenbacher, founder and editor-in-chief of Inhabitat. "My founding goal was always to bring Inhabitat's message about the power of good green design to as many people as possible. I believe that by working with Internet Brands we'll be able to take our website to the next level, and inspire whole new audiences to help change the world through design."

The acquisition includes Inhabitat's two sister websites, Inhabitots (www.inhabitots.com) and Ecouterre (www.ecouterre.com). Inhabitots is a blog about green parenting, while Ecouterre focuses on sustainable fashion design.

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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