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December 01, 2010 06:30 PM Eastern Time

## Internet Brands Acquires Assets of AllLaw.com and AttorneyLocate.com

ALBUQUERQUE, N.M.--(BUSINESS WIRE)--Internet Brands (NASDAQ: INET) and AllLaw.com, Inc. announced today the acquisition of AllLaw.com and AttorneyLocate.com, properties of Internet marketing firm AllLaw.com, Inc. These websites connect consumers with attorneys throughout North America and provide laypeople and legal professionals with access to legal information, forms and news.

With a substantial amount of organic traffic, good reputation in the search engines, and clients throughout North America, AllLaw.com and AttorneyLocate.com are leaders in the attorney directory and legal information space.

"This is an exciting change for us"

"We are excited to add AllLaw.com and AttorneyLocate.com to our growing collection of legal sites," said Bob Brisco, CEO of Internet Brands. "These sites are strong properties that enable us to continue to build out our legal vertical—providing consumers with access to the resources they need to make informed legal decisions."

As an Internet marketing firm, AllLaw.com, Inc. will maintain control of its search engine optimization (SEO) business with attorneys and other small businesses across the United States and Canada through an existing DBA called SonicSEO.com.

AllLaw.com, Inc. plans to undergo a corporate name change to SonicSEO.com, Inc. within the next month.

According to Arvind Raichur, CEO of AllLaw.com, Inc., "Having built AllLaw.com and AttorneyLocate.com from the ground up, we are proud to have developed and maintained these sites since 1998. We believe Internet Brands will continue to provide a great consumer experience and take these sites to a great place—connecting more clients with legal professionals."

"This is an exciting change for us," Raichur continued. "As we move forward in the new Internet climate, this transaction enables us to better focus our efforts on SEO, the fastest growing segment of our business where we have a 95% renewal rate. The quality of our SEO and Internet marketing services is not going to change; it is an area of growth and expansion that we look forward to thriving in for years to come."

About Internet Brands, Inc.

Internet Brands, Inc. 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, ExpertHub.com, CruiseReviews.com, DavesGarden.com, DoItYourself.com, FitDay.com, FlyerTalk.com, HealthNews.org, Loan.com, Wikitravel.org, and

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many more. In total, these sites organically attract (without paid marketing) approximately 69 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.

About AllLaw.com, Inc. (soon to be SonicSEO.com, Inc.)

AllLaw.com, Inc. is an Internet marketing company that was started in 1998 by University of New Mexico alumni Arvind Raichur, J.D. and Becky Raichur in Albuquerque, N.M. The company began by offering Internet marketing services to attorneys—providing websites, an online attorney directory and an online portal for consumers and lawyers in need of legal information. After surviving the dotcom bust of 2001, the company has gradually expanded its online marketing services to reach other types of businesses.

The company, through SonicSEO.com, offers comprehensive Internet marketing services that include: website design, development, hosting, search engine optimization, e-commerce solutions and social media services. They are leaders in making quality online marketing accessible to small- to medium-sized businesses. Located in Albuquerque, New Mexico, the company has clients throughout the United States and Canada.

## Contacts

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Permalink: <http://www.businesswire.com/news/albuquerque10/20101201007097/en/Internet-Brands-Acquires-Assets-AllLaw.com-AttorneyLocate.com>



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