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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.

"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."

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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,

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DoltYourself.com, FitDay.com, FlyerTalk.com, HealthNews.org, Loan.com, Wikitravel.org, and 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.

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Permalink: <http://www.businesswire.com/news/santafe10/20101201007097/en/Internet-Brands-Acquires-Assets-AllLaw.com-AttorneyLocate.com>



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SANTA FE NEWS

► **BREAKING: Downtown Art Gallery Raided By Feds**
SFReeper.com — Tue Dec 01 12:00:00 UTC 2009
The Torres Gallery at 207 W Water St. was raided today by agents from the IRS and Treasury Department, who confiscated most of the artwork inside. Officers from the Santa Fe Police Department assisted. "I can't tell you anything," IRS Revenue Officer T... about: art Culture Department of the Treasury Feds The Torre [...]

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► **NM Senator Seeks Improved Veterans Clinics (KOAT Albuquerque)**
Sen. Jeff Bingaman is asking Veterans Affairs Secretary Eric Shinseki to streamline a contracting process that Bingaman said is preventing the Department of Veterans Affairs from leasing larger facilities for clinics. [...]

► **Lawmakers endorse overhaul of NM investment boards (Newsday)**
New Mexico legislators propose expanding governing boards for pension, investment funds [...]

► **How Much Does Thornburg Pay In Taxes?**
SFReeper.com — Tue Dec 01 12:00:00 UTC 2009
Interesting tidbits keep turning up in the Thornburg Mortgage bankruptcy case, one of the largest in US history. Court documents show that in October, the company, now known as TMST, had \$24 million in the bank (or rather, banks—foremost among them bei... about: bank bankruptcy Bill Richardson Business Finance Clar [...]

► **CIC may buy \$400 million Longyuan IPO shares**
China Investment Corp. , the nation's sovereign wealth fund, may purchase \$400 million worth of stocks of China Longyuan Power Group Corp. [...]

► **Lawmakers endorse overhaul of NM investment boards (INO News)**
(AP:SANTA FE, N.M.) A legislative panel proposes to overhaul the governing boards of New Mexico's investment and pension funds. Lawmakers said Monday their goal is to improve management of state investments. [...]

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