



Internet Brands Acquires Ngage Live Chat

Addition of live chat product offerings strengthens Internet Brands' position in the client services space

LOS ANGELES (September 10, 2015) – Ngage Live Chat, a provider of live chat services to businesses across the United States, has been acquired by Internet Brands. The acquisition provides Internet Brands with an immediate competitive advantage by establishing in-house live chat products that will be implemented across Internet Brands' portfolio of client services brands.

Founded in 2008, Ngage is installed on more than 5,000 client websites and has delivered more than 1 million live chats. Product offerings are designed to maximize conversions and include always-on live chat staffed by human operators, live transfer from chat to client telephone lines, and analytics / CRM integration. The company's primary focus markets are the legal, health, and automotive business communities.

"Ngage's success in the legal, health and automotive industries directly mirrors our existing focus categories, making this an ideal partnership," said Lisa Morita, Chief Operating Officer at Internet Brands. "We look forward to helping our SMB clients convert more website visitors into customers with Ngage's market-leading live chat offerings, which we plan to deploy across each of our categories."

Integration of Ngage live chat offerings will begin in Internet Brands' Legal category, which consists of client services brands including Martindale-Hubbell, Nolo and Total Attorneys.

"We believe the power of a company like Internet Brands will bring a wealth of opportunity to Ngage's employees and to our clients," said Joe Devine, CEO of Ngage. "In my opinion, this was absolutely the right move to grow the Ngage family and serve our clients more efficiently."

As part of Internet Brands, Ngage will continue to operate from its existing headquarters in Austin, Texas and will retain the company's workforce.

About Internet Brands

Headquartered in El Segundo, Calif., Internet Brands® is a fully integrated online media and software services organization focused on four high-value vertical categories: Automotive, Health, Legal and Home / Travel. The company's award-winning consumer websites lead their categories and serve more than 100 million monthly visitors, while a full range of web presence

offerings has established deep, long-term relationships with SMB and enterprise clients. Internet Brands' powerful, propriety operating platform provides the flexibility and scalability to fuel the company's continued growth. For more information, please visit www.internetbrands.com.

About Ngage

Founded in 2008, Ngage has helped companies turn their website visitors into pre-qualified contacts. By connecting its clients' businesses to prospective customers through live chat capabilities, Ngage offers companies an opportunity to increase web conversations and therefore profitability. For more information, please visit www.ngagelive.com.

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