



Internet Brands Acquires Sesame Communications

Best-in-class, cloud-based patient engagement solutions firm a valuable addition to Internet Brands' rapidly growing health portfolio

LOS ANGELES (January 26, 2015) – Internet Brands today announced that it has acquired Seattle-based Sesame Communications, a leading provider of cloud-based patient engagement and digital marketing solutions for the dental and orthodontic industries.

Founded in 1999, Sesame Communications is one of the fastest-growing technology companies in the United States. It serves thousands of dental and orthodontic practices with products and services that help them grow their practices.

Sesame Communications joins Internet Brands' rapidly growing Health portfolio, which includes the Internet's leading collection of web presence solution providers for health professionals. These include Officite, eDoctors, TherapySites, iMatrix, and Baystone Media.

"Sesame has built an incredibly nimble and innovative business that owns its category and has literally transformed the way dental practices do business," said Bob Brisco, CEO of Internet Brands. "Sesame's best-in-class products and services are a valuable addition to our Health portfolio."

Differentiating Sesame Communications in its category is the company's proprietary suite of patient engagement and communications solutions. These include patient scheduling and appointment reminder systems, online bill pay and financial reminders, and portals that allow patients to view their appointments and full online health histories. The company also offers traditional web presence services including website design, SEO, and social media support.

Sesame Communications will continue to operate from its Seattle headquarters following the acquisition. The company was represented by Cascadia Capital LLC in the transaction.

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 Sesame Communications

Sesame Communications helps dental and orthodontic practices harness the power of the Internet to accelerate new patient acquisition and transform the patient experience. The company supports thousands of practices in their efforts to grow and increase profitability in the digital age. The Sesame 24-7 platform provides an end-to-end, HIPAA-compliant system tailored to the unique and specific needs of dentistry. An Inc. 500|5000 company and 4-time winner of the Pride “Best of Class” Technology Award, Sesame is recognized as one of the fastest growing technology companies in the United States. For more information about Sesame, visit <http://www.sesamecommunications.com>.

###

Media Contact

Joe Ewaskiw

Internet Brands

joe.ewaskiw@internetbrands.com

(310) 280-4539