



Internet Brands to Acquire Demandforce

Deal will bring together two market leaders in delivering SMB software services

LOS ANGELES (January 15, 2016) – Internet Brands today announced it will acquire Demandforce, a leading marketing software service provider, from Intuit (NASDAQ: INTU). The acquisition will bolster Internet Brands’ rapidly growing presence in the SMB software services space, particularly in the Health category.

Based in San Francisco, Demandforce helps SMB and enterprise clients in targeted categories grow their businesses with award-winning marketing products. The company’s communication, reputation, and networking tools form a powerful web-based application that seamlessly integrates with client workflow systems. Demandforce was founded in 2003 and acquired by Intuit in 2012.

“Demandforce’s success in health-related categories including medical and dental practices aligns strategically with Internet Brands’ intense focus on the same target markets,” said Bob Brisco, CEO of Internet Brands. “We look forward to integrating Demandforce’s powerful platform and talented workforce with the Internet Brands portfolio to provide an enhanced experience for our customers.”

Demandforce will operate within Internet Brands’ market-leading Health portfolio. Following the acquisition, Internet Brands will serve more than 50,000 clients with the Internet’s largest collection of software solution providers for health professionals. These include Sesame Communications, Officite, eDoctors, TherapySites, iMatrix, and Baystone Media.

“With Internet Brands’ deep vertical expertise, they clearly recognize the value of Demandforce and the opportunity in front of them and are committed to making the business successful for customers,” said Cameron Alder, general manager of Demandforce. “As we’ve said, selling the business frees Demandforce to reach its full potential.”

The Demandforce brand and product offerings will be retained following the acquisition, and Demandforce will continue to operate from its San Francisco headquarters. The transaction is expected to close in Feb. 2016.

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, proprietary operating platform provides the flexibility and scalability to fuel the company’s continued growth. For more information, please visit www.internetbrands.com.

About Demandforce

Demandforce is a leading online marketing and communication software service that helps local businesses thrive in the Internet economy. Demandforce's award-winning products help build businesses a strong online reputation and leverage local network marketing. Demandforce was acquired by Intuit in 2012. For more information, please visit www.demandforce.com.

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