

Internet Brands Acquires DentalPlans.com

Health savings marketplace further expands Internet Brands' footprint in online solutions for healthcare practitioners and consumers

LOS ANGELES (July 20, 2017) — DentalPlans.com, a leading dental and health savings online marketplace, has been acquired by Internet Brands, where it will join the company's rapidly growing Health vertical.

Founded in 1999, DentalPlans.com has connected more than 1 million members to dental savings plans and other healthcare benefits providers. The company works with more than 75% of dentists in the United States while offering consumers dozens of dental savings plans from trusted networks. The company also offers vision savings plans, hearing benefits plans, and prescription benefits plans via ancillary product offerings. All products enjoy strong renewal and member satisfaction rates.

"DentalPlans.com's multi-brand, multi-channel strategy and intense focus on consumer and partner satisfaction is a natural match with Internet Brands' deep vertical focus within healthcare," said Bob Brisco, CEO of Internet Brands. "We see strong value in DentalPlans.com's business and its established, long-term relationships with its partner and member bases."

Internet Brands' Health portfolio makes it one of the largest providers of SaaS solutions in the health space. The company serves healthcare professionals across a broad range of practices including the dental space, which is one of Internet Brands' largest areas of focus. The company owns and operates several businesses that provide web presence, online marketing, and practice management solutions to dental practices across the United States. These include [Sesame Communications](#), [Demandforce](#), [Officite](#), and [Baystone Media](#).

The DentalPlans.com team will remain intact and will continue to operate from its headquarters in Plantation, Florida, under the leadership of DentalPlans.com CEO Bob Harris.

"Internet Brands shares the DentalPlans.com vision of transforming the way people shop for, buy, and manage their healthcare needs," said Bob Harris, CEO of DentalPlans.com. "Our next chapter with Internet Brands will position DentalPlans.com to accelerate our strong growth and product innovation while educating consumers and providers about the value of savings plans. We look forward to a very bright future."

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.

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