



## **QuinStreet Announces the Launch of Direct-to-School Placements for Education Clients**

FOSTER CITY, Calif., Feb. 21, 2012 (GLOBE NEWSWIRE) -- QuinStreet, Inc. (Nasdaq:QNST), the leader in vertical marketing and media online, announced the addition of direct-to-school placements for education clients, available with the latest release of the QuinStreet Media Platform, QMP. The new product allows online and campus-based schools, colleges and universities to purchase traffic directly to their websites from relevant pages of QuinStreet's industry-leading education media network. Payment for placements is either per click or per inquiry generated from the traffic.

The hub of the direct-to-school placement product is the QMP optimization engine that ensures clients appear on website pages aligned with relevant topics, programs, qualifications and geographies. Further, the optimization engine uses proprietary performance data and algorithms to continuously improve the predictability of inquiry volumes and conversions for every placement. This allows clients to spend their marketing dollars more effectively and with greater confidence.

The addition of the direct-to-school placements also dramatically improves the experiences of visitors to QuinStreet media properties. Individuals researching education possibilities are able to more quickly find schools and programs that meet their needs, and now have the option of connecting directly with the schools they select.

"We are delighted with the launch of the direct-to-school placement product," said Pete Brooks, QuinStreet vice president and manager of the company's education client vertical. "This product broadens and improves client access to the tens of millions of student prospects who research education opportunities on our network each month. It also gives website visitors a better experience and new path for connecting with schools and programs matching their requirements."

### **About QuinStreet**

QuinStreet, Inc. (Nasdaq:QNST) is one of the largest Internet marketing and media companies in the world. QuinStreet is committed to providing consumers and businesses with the information they need to research, find and select the products, services and brands that meet their needs. The company is a leader in visitor-friendly marketing practices. For more information, please visit [QuinStreet.com](http://QuinStreet.com).

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