



QuinStreet's Webopedia.com Added to Google's DoubleClick Ad Exchange

FOSTER CITY, Calif., Jan. 23, 2012 (GLOBE NEWSWIRE) -- QuinStreet, Inc. (Nasdaq:QNST), the leader in vertical marketing and online media, announces its participation as a publisher on Google's DoubleClick Ad Exchange. The Ad Exchange is a real-time online marketplace that facilitates the buying and selling of remnant advertising space between ad networks and agencies and large online publishers. Webopedia.com, ranked among About.com's "Top 10 Most Useful Websites, 2011" and a core media site in QuinStreet's B2B portfolio, joins other premium websites reviewed and approved by Google for inclusion in the DoubleClick marketplace.

Webopedia.com is an online computer dictionary and Internet search engine for Internet terms and technical support. About.com says, "This is a truly useful resource for every computer user." The website is maintained by a team of dedicated editors and freelance contributors with a focus on high quality useful content related to technology topics including communications, computer industry companies, hardware, operating systems, software, types of computers, the World Wide Web and many more. According to About.com, "Webopedia is a must for anyone who wants to understand the computer world."

QuinStreet's participation in the Ad Exchange is an opportunity to increase exposure to more advertisers. Advertisers will benefit from the availability of QuinStreet's premium display inventory, initially on Webopedia.com, and further websites as they are added. Ultimately, consumers will benefit from exposure to additional relevant, geographically local and targeted advertisements.

"We are delighted that Google has approved Webopedia," said Olumide Soroye, senior vice president at QuinStreet. "The Ad Exchange provides additional revenue opportunities for us while maintaining the high quality visitor-experience our users expect."

QuinStreet launched its first publisher website, Webopedia.com, on the Ad Exchange on January 17, 2012. The company plans to submit additional sites across its network in sectors including B2B, education, financial services, home services, and medical.

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 client 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.

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