



QuinStreet Announces Acquisition of IT Business Edge

QuinStreet Acquires Online Media and Marketing Company, IT Business Edge

FOSTER CITY, Calif., Sept. 8, 2011 (GLOBE NEWSWIRE) -- QuinStreet, Inc. (Nasdaq:QNST), the leader in vertical marketing and media online, today announced the acquisition of IT Business Edge (ITBE™). The addition of IT Business Edge allows QuinStreet to expand its reach and capabilities in delivering targeted, measurable marketing results to business to business (B2B) technology marketers.

IT Business Edge is an online media and marketing company that provides targeted content for senior business and technology decision makers, and measurable marketing programs for IT marketers. Founded in 2002 by publishing executives from Gartner Group, TechRepublic, CNET Networks, Ziff-Davis, IDG, and Reed Elsevier, IT Business Edge has been a consistent innovator and is a clear leader in delivering high quality results to IT marketers online.

IT Business Edge's nearly 1 million-strong subscriber base and innovative email marketing capabilities complement QuinStreet's existing assets in the B2B technology client vertical, including an extensive owned-and-operated media network that attracts over 14 million IT professionals each month, millions of IT email and newsletter subscribers, and industry-leading technologies for generating qualified leads and clicks at scale.

"ITBE™ is an ideal acquisition for us," commented Doug Valenti, QuinStreet CEO. "Their capabilities and experience are market tested and implementation ready. And they are exactly what we need next to accelerate the development of the online channel to meet growing B2B technology client demands for more measurably effective marketing results at greater scale."

"As the leading digital media and marketing services company, QuinStreet was the perfect match for IT Business Edge. Their focus on performance based marketing, proven technology platforms, and scale will allow us to combine our users, audiences, and capabilities to supercharge the rapid growth of QuinStreet's B2B lead-generation business, providing our mutual customers with greatly expanded and improved offerings," said Phil Branon, President of IT Business Edge, who, along with other key members of the ITBE™ technology, operations and sales management leadership team, will be joining QuinStreet's B2B client vertical organization.

B2B is an important area of future opportunity and growth for QuinStreet. B2B technology marketing spend is estimated at \$8 billion per year in North America, with some \$3 billion spent online.

The transaction closed on August 25.

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.

CONTACT: Katrina Boydon

(775) 321 3601

kboydon@quinstreet.com