



February 9, 2016

## **QuinStreet Announces Exclusive Partnership With All Web Leads**

FOSTER CITY, Calif., Feb. 09, 2016 (GLOBE NEWSWIRE) -- QuinStreet, Inc. (Nasdaq:QNST), a leader in online performance marketing services and technologies, today announced that it has signed a 10-year partnership agreement with All Web Leads ("AWL") to be the exclusive provider of click product technologies and management to AWL. AWL is the largest online customer acquisition marketing company focused on the U.S. insurance industry and recently acquired the Bankrate Insurance customer acquisition business.

"We are excited about our long term, strategic partnership with industry-pioneer QuinStreet," said Bill Daniel, CEO, AWL. "We believe this partnership will deliver a more effective online experience for the consumers we engage every day, and help our insurance clients better connect with shoppers looking for their products. QuinStreet's industry-leading advertising platform is the perfect complement to AWL's local insurance agent-focused data and call product offerings. Our partnership will set a new standard for scale and performance in the insurance industry."

"We are proud to partner with AWL and their excellent management team," commented Doug Valenti, QuinStreet CEO. "Together, we bring the largest media network and broadest set of best-in-class customer acquisition products, technologies, and services to the insurance industry. We intend to leverage those combined capabilities into better consumer experiences, client results, and online channel growth."

### **Conference Call Today at 1:30 p.m. PT**

QuinStreet will host a conference call and corresponding live webcast at 1:30 p.m. PT today. To access the conference call, dial (888) 299.7209 for the U.S. and Canada or +1 (719) 325.2435 for international callers. The webcast will be available live on the investor relations section of the Company's website at <http://investor.quinstreet.com> and via replay beginning approximately two hours after the completion of the call until the Company's announcement of its financial results for the next quarter. An audio replay of the call will also be available to investors beginning at approximately 5:00 p.m. PT on February 9, 2016 by dialing (888) 203.1112 in the U.S. and Canada or +1 (719) 457.0820 for international callers, using passcode 918969#. This press release is also available on the investor relations section of the Company's website at <http://investor.quinstreet.com>.

### **Legal Notice Regarding Forward Looking Statements**

This press release and its attachments contain forward-looking statements within the meaning of Section 21E of the Securities Exchange Act of 1934 that involve risks and uncertainties. Words such as "estimate", "will", "believe", "intend", "potential" and similar expressions are intended to identify forward-looking statements. These forward-looking statements include the statements in quotations from management in this press release, as well as any statements regarding the Company's anticipated financial results, growth and strategic and operational plans and results of analyses on impairment charges. The Company's actual results may differ materially from those anticipated in these forward-looking statements. Factors that may contribute to such differences include, but are not limited to: the impact of changes in industry standards and government regulation including but not limited to investigation and enforcement activities of the Department of Education and the Federal Trade Commission; the Company's ability to maintain and increase client marketing spend; the Company's ability to maintain and increase the number of visitors to its websites and to convert those visitors and those to its third-party publishers' websites into client prospects in a cost-effective manner; the impact of the current economic climate on the Company's business; the Company's ability to access and monetize Internet users on mobile devices; the Company's ability to attract and retain qualified executives and employees; the Company's ability to compete effectively against others in the online marketing and media industry both for client budget and access to third-party media; the Company's ability to identify and manage acquisitions; and the impact and costs of any alleged failure by the Company to comply with government regulations and industry standards. More information about potential factors that could affect the Company's business and financial results is contained in the Company's annual reports on Form 10-K and quarterly reports on Form 10-Q as filed with the Securities and Exchange Commission ("SEC"). Additional information will also be set forth in the Company's quarterly report on Form 10-Q for the quarter ended December 31, 2015, which will be filed with the SEC. The Company does not intend and undertakes no duty to release publicly any updates or revisions to any forward-looking statements contained herein.

### **About All Web Leads**

AWL, and its brands All Web Leads ([www.allwebleads.com](http://www.allwebleads.com)) and insuranceQuotes ([www.insuranceQuotes.com](http://www.insuranceQuotes.com)), is the

premier customer acquisition marketing company focused on the U.S. insurance industry, serving over 30,000 insurance carriers and local agents. The company delivers real-time, targeted, high-quality consumers to top insurance producers. AWL's technology-driven approach to online marketing helps bring together agents with qualified customers who are actively searching online for insurance products. The company's award-winning insurance leads, calls and clicks programs lead the industry in conversion, qualification and volume according to recent surveys. The company is headquartered in Austin, TX.

### **About QuinStreet**

QuinStreet, Inc. (Nasdaq:QNST) is one of the largest Internet performance 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. For more information, please visit [www.QuinStreet.com](http://www.QuinStreet.com).

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