

Answers Corporation (NASDAQ: ANSW) owns and operates Answers.com, the leading Q&A site, which includes [WikiAnswers](http://WikiAnswers.com) and [ReferenceAnswers](http://ReferenceAnswers.com). The site supports English, [French](#), [Italian](#), [German](#), [Spanish](#), and [Tagalog](#) (Filipino). WikiAnswers is a community-generated social knowledge Q&A platform, leveraging wiki-based technologies. Through the contributions of its large and growing community, answers are improved and updated over time. The award-winning ReferenceAnswers includes content on millions of topics from over 250 licensed dictionaries and encyclopedias from leading publishers, including Houghton Mifflin, Barron's and Encyclopedia Britannica.

Share Data

Stock Symbol/Exchange	ANSW (NASDAQ)
Recent Price (08/11/2010)	\$5.07
52-Week Range	\$5.00-\$11.07
Common Equivalents Outstanding*	10.59 Million
Market Capitalization	\$54 Million
Cash & Equivalents (06/30/2010)	\$25.4 Million
Average Volume (3 month)	22,000
Insider Ownership	28%
IR Website	http://ir.answers.com

* common stock and convertible preferred stock



Significant Developments

- 08/09/10** - *Answers.com Reports Q2 2010 Financial Results*
- 07/29/10** - *Answers.com and 5min Media Launch Video Answers*
- 06/29/10** - *Answers.com Reaches 5 Million Registered Users*
- 06/01/10** - *Answers.com Releases Newly-Designed Mobile Web Version*
- 02/10/10** - *Answers.com's WikiAnswers Ranked 2nd Fastest Growing U.S. Domain in 2009*
- 01/07/10** - *Answers.com Connects with Social Media*
- 12/09/09** - *Answers.com Launches European Languages at LeWeb '09*

Our Sites

- ReferenceAnswers.com
 - Professional Content, over 250 Titles, Millions of Topics
- WikiAnswers.com
 - User Generated Content
 - Building World's Largest Q&A Database
- Worldwide Unique Visitors
 - **40** million in the U.S. (6/2010)⁽¹⁾
 - **68** million Worldwide (6/2010)⁽¹⁾
- Rank in Top Web Properties
 - **#22** in the U.S. (6/2010)⁽¹⁾
 - **#41** Worldwide (6/2010)⁽¹⁾
- WikiAnswers.com **Fastest Growing** Web Domain in 2007 & 2008 (U.S.)
 - **2007** unique visitors grew **573%** (**#1** of top 1,500 Web domains)⁽¹⁾
 - **2008** unique visitors grew **154%** (**#1** of top 200 Web domains)⁽¹⁾
 - **2009** unique visitors grew **74%** (**#2** of top 50 Web domains)⁽¹⁾

(1) Source: comScore – Unified Digital Measurement™

It is important to note that certain comScore clients have moved to the Full Unified Digital Measurement, while others have moved to Partial Digital Measurement status or have yet to implement unified measurement. Consequently, direct comparison of a ranking post-Unified implementation vs. pre-Unified implementation may not reflect the actual change in the site's ranking or audience size over time. Additional information is available at comScore's website - www.comscore.com. Answers Corp. implemented Unified Digital Measurement beginning August 2009.

For Additional Information:
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Answers' Mission is to be the Premier Online Provider of *Answers*

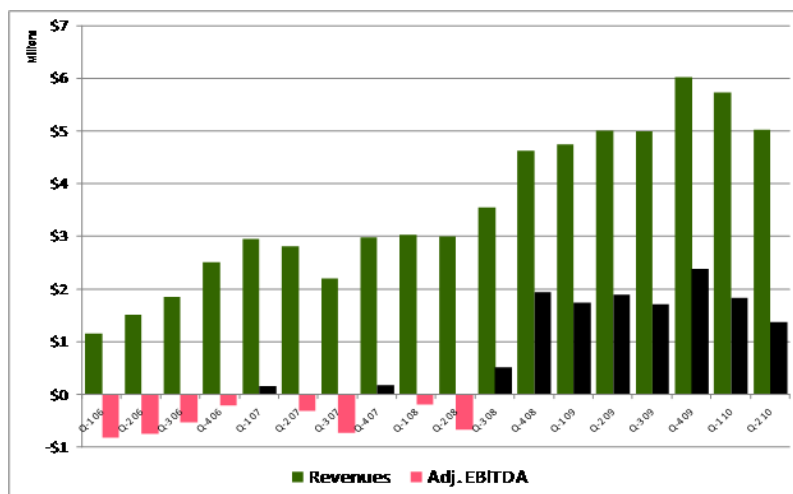
Investment Highlights

- Market for "Question and Answer" category is a high growth segment
- Virtually unlimited number of possible questions
- WikiAnswers leverages the work of millions of users working on more than 9 million answers
- WikiAnswers' model, "Content generates traffic, which generates more content," creates a self perpetuating cycle of growth
- New VideoAnswers site launched
- Large international opportunity
- Large social media and mobile opportunity
- Developing proprietary Reputation Management System
- \$25 million in cash

Management

Robert S. Rosenschein <i>Chief Executive Officer</i>	<ul style="list-style-type: none"> ■ CEO, Accent Software ■ Dev: American Management Systems, Data General ■ Dev: Microsoft, Ashton-Tate, World Bank ■ Israel Prime Minister's Award, Software Achievement
Steve Steinberg <i>Chief Financial Officer</i>	<ul style="list-style-type: none"> ■ VP of Finance, Percite Information Technologies ■ CFO, New York Operations of Health Partners ■ Audit Manager, Coopers and Lybrand
Bruce D. Smith, CFA <i>Chief Strategic Officer</i>	<ul style="list-style-type: none"> ■ Managing Director, Archery Capital ■ Internet Analyst, Merrill Lynch, Jefferies & Company
Jeff Schneiderman <i>Chief Technology Officer</i>	<ul style="list-style-type: none"> ■ VP of Engineering, Accent Software International ■ Development, AT&T and Whitewater Group
Caleb Chill <i>VP Gen. Counsel, Corp. Secretary</i>	<ul style="list-style-type: none"> ■ Associate in Cap Mkts Group, Sills Cummis & Gross P.C. ■ Associate in Intl. Department, Baratz, Horn & Co.
Gil Reich <i>VP Product Management</i>	<ul style="list-style-type: none"> ■ Director of Engineering, Expert Ease ■ Development, BRM, Accent Software

Self Perpetuating Cycle of Growth



This Fact Sheet also includes non-GAAP financial measures. A reconciliation of non-GAAP financial measures to the most directly comparable GAAP financial measures and the list of the reasons why the company uses these measures, can be found in the company's annual and quarterly reports at <http://ir.answers.com>.

Some of the statements included in this Fact Sheet constitute forward-looking statements that involve a number of risks and uncertainties, including, but not limited to, statements regarding future market opportunity and future financial performance. Forward-looking statements contained in this Fact Sheet include the intent, belief, or expectations of the Company and members of its management team with respect to the Company's future business operations and the assumptions upon which such statements are based. For those statements, we claim the protection of the safe harbor for forward-looking statements contained in the Private Securities Litigation Reform Act of 1995. Prospective investors are cautioned that any such forward-looking statements are not guarantees of future performance, and involve risks and uncertainties, and that actual results may differ materially from those contemplated by such forward-looking statements. Factors that could cause these differences include, but are not limited to: our ability to maintain or improve monetization; our ability to maintain or improve traffic; a decision by Google, currently the provider of the vast majority of our search engine traffic, or other search engines, to block our pages from users' search results or otherwise adjust their algorithms in a manner detrimental to us, as experienced in July 2007; a potential termination of our Google Services Agreement; a failure of Answers.com to experience continued growth in accordance with our expectations; the effects of facing liability for any content displayed on our Web properties; potential claims that we are infringing the intellectual property rights of any third party; an increasingly competitive environment for our business; and other risk factors identified from time to time in our SEC filings, and available at <http://ir.answers.com>. The Company disclaims any responsibility to update any forward-looking statements. Any forward-looking statements set forth in this Fact Sheet speak only as of the date of this Fact Sheet. We do not intend to update any of these forward-looking statements to reflect events or circumstances that occur after the date hereof. The information in Answers' website is not incorporated by reference into this Fact Sheet and is included as an inactive textual reference only.