

Answers Corporation (NASDAQ: ANSW) owns and operates [Answers.com](http://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	<b>ANSW (NASDAQ)</b>
Recent Price (10/20/2009)	<b>\$10.18</b>
52-Week Range	<b>\$4.02-\$10.77</b>
Common Equivalents Outstanding*	<b>10.57 Million</b>
Market Capitalization	<b>\$107 Million</b>
Average Volume (3 month)	<b>26,600</b>
Insider Ownership	<b>28%</b>
IR Website	<a href="http://ir.answers.com">http://ir.answers.com</a>

\* common stock and convertible preferred stock



### Significant Developments

**10/15/09** - Answers.com Announces September comScore Rank of #13, up from #18 in August

**10/15/09** - WikiAnswers Now the #1 community-driven Q&A Site in the U.S. Based upon Unique Visitors

**09/22/09** - New Answers.com Launches First Site to Combine Community with Hundreds of Editorial Resources under One Roof

**08/04/09** - Answers Corporation Reports Q2 2009 Financial Results

**06/11/09** - Answers Corp. Announces Exercise by Redpoint Ventures of \$7 Million Second Tranche Warrant

**06/17/08** - Answers Corporation Announces Private Placement to Redpoint Ventures of Up to \$13 Million

### 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**
  - **56.4** million in the U.S. (9/2009)<sup>(1)</sup>
  - **65.9** million Worldwide (8/2009)<sup>(1)</sup>
- **Rank in Top Web Properties**
  - **#13** in the U.S. (9/2009)<sup>(1)</sup>
  - **#32** Worldwide (8/2009)<sup>(1)</sup>
- **WikiAnswers.com *Fastest Growing* Web Domain in 2007 & 2008 (U.S.)**
  - **2007** unique visitors grew **573%** (**#1** of top 1,500 Web domains)<sup>(1)</sup>
  - **2008** unique visitors grew **154%** (**#1** of top 200 Web domains)<sup>(1)</sup>

(1) Source: comScore – Hybrid Measurement Methodology

It is important to note that certain comScore clients have moved to the Full Hybrid measurement methodology, while others have moved to "Partial Hybrid" status (as did Answers Corporation) or have yet to implement hybrid measurement. Consequently, direct comparison of a ranking post-Hybrid implementation vs. pre-Hybrid 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](http://www.comscore.com). Answers Corp. implemented hybrid measurement beginning August 2009.

**For Additional Information:**

**John McNamara, Cameron Associates**

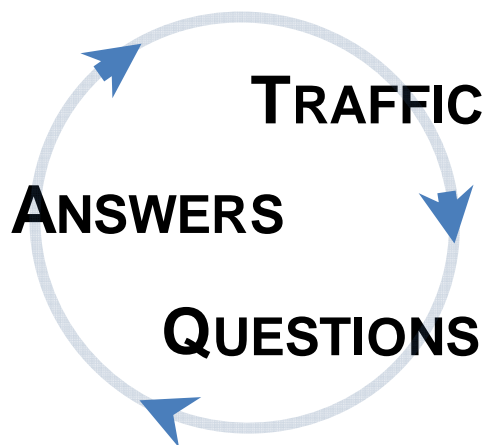
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## Answers' Mission is to be the Premier Online Provider of Answers

### Investment Highlights

- Market for "Question and Answer" category is a high growth segment
- Virtually unlimited number of possible questions
- WikiAnswers is the #1 community-driven Q&A site in the U.S. according to comScore – Unique Visitors, September 2009
- WikiAnswers leverages the work of millions of users working on more than 18 million questions
- WikiAnswers' model, "Content generates traffic, which generates more content," creates a self-perpetuating cycle of growth
- Large international opportunity
- \$20 million in cash

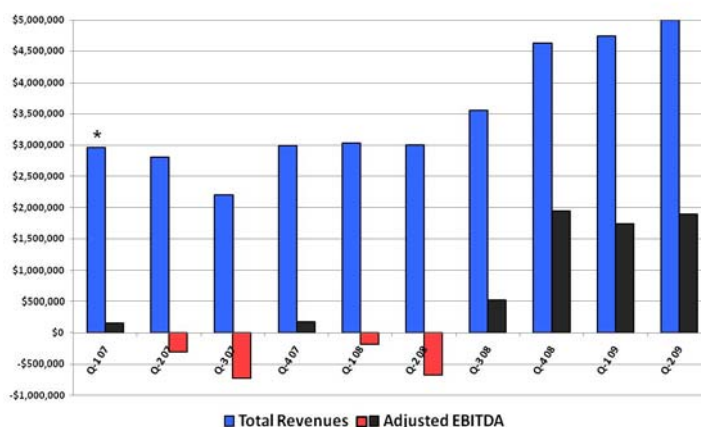
### Self Perpetuating Cycle of Growth



### Management

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

### Answers Corp. Historical Financials



\* Note: Q1 2007 excludes one-time subscription revenue of \$425,000.

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 for the periods ending December 31, 2007 and 2008, and June 30, 2009 at <http://ir.answers.com>.

Statements included in this Fact Sheet may be forward-looking statements involving risks and uncertainties. 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. Important factors may cause our actual results to differ materially, including, but not limited to, a decision by Google to block our pages from users' search results or otherwise adjust its algorithms in a manner detrimental to us, as experienced in July 2007; a failure of WikiAnswers to experience continued growth in accordance with our expectations; the effects of facing liability for any content displayed on our Web properties; and potential claims that we are infringing the intellectual property rights of any third party. Other risk factors are identified from time to time in our SEC filings (see Form 10-Q filed on August 5, 2009). 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.