



Vertro Releases Non-Financial ALOT Metrics for Q1 2010

NEW YORK, NY, Apr 15, 2010 (MARKETWIRE via COMTEX News Network) -- Vertro, Inc. (NASDAQ: VTRO) today released certain non-financial metrics from continuing operations for Q1 2010.

"In advance of releasing financial results for the first quarter, we believe there is value in updating investors and other stakeholders with key non-financial metrics from our ALOT division," commented Peter Corrao, Vertro's President and CEO. "We are excited by the growth that we have achieved during the first quarter in these non-financial metrics. This growth was in line with our expectations and we look forward to presenting our full financial results when we have completed our quarterly review."

Non-financial metrics from continuing operations for Q1 2010:

Total search queries conducted by all users across all products increased from 231.9 million in Q4 2009 to 246.5 million in Q1 2010. Search queries conducted by the Company's core region one ALOT users increased from 140.1 million in Q4 2009 to 151.9 million in Q1 2010; search queries conducted by ALOT users from the rest of the world increased from 74.7 million in Q4 2009 to 82.9 million in Q1 2010; and search queries conducted by users of the Company's legacy products decreased from 17.2 million in Q4 2009 to 11.7 million in Q1 2010(1).

Live toolbar users increased from 4.7 million on December 31, 2009 to 6.1 million on March 31, 2010. The live user count on March 31, 2010 comprised 4.1 million ALOT users in region one, 1.7 million ALOT users from the rest of the world, and 0.3 million live users of the Company's legacy toolbar product. The live user count on December 31, 2009 comprised 3.3 million ALOT users in region one, 1.1 million ALOT users from the rest of the world, and 0.4 million live users of the Company's legacy toolbar product(2).

Average monthly unique users visiting ALOT Home increased from 4.7 million in Q4 2009 to 5.5 million in Q1 2010. Average monthly unique users from region one increased from 3.5 million in Q4 2009 to 4.0 million in Q1 2010, while average monthly unique users from the rest of the world increased from 1.2 million in Q4 2009 to 1.5 million in Q1 2010(3).

www.alot.com www.vertro.com

About Vertro, Inc. Vertro, Inc. (NASDAQ: VTRO) is an Internet company that owns and operates the ALOT product portfolio. ALOT's products are designed to 'Make the Internet Easy' by enhancing the way consumers engage with content online. Through ALOT, Internet users can discover best-of-the-web third party content and display that content through customizable toolbar, homepage and desktop products. ALOT has millions of live users across its product portfolio. Together these users conduct high-volumes of type-in search queries, which are monetized through third-party search and content agreements.

Source: VTRO-G

Forward-looking Statements This press release contains certain forward-looking statements that are based upon current expectations and involve certain risks and uncertainties within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. Words or expressions such as "anticipate," "plan," "will," "intend," "believe," or "expect" or variations of such words and similar expressions are intended to identify such forward-looking statements. These forward-looking statements are not guarantees of future performance and are subject to risks, uncertainties, and other factors, some of which are beyond our control and difficult to predict and could cause actual results to differ materially from those expressed or forecasted in the forward-looking statements, including (1) our ability to successfully execute upon our corporate strategies, (2) our ability to develop and successfully market new products and services, and (3) the potential acceptance of new products in the market. Additional key risks are described in Vertro's reports filed with the U.S. Securities and Exchange Commission, including the Form 10-K for fiscal 2009.

(1) Source: internal statistics; 'region one' refers to ALOT users in the U.S., Canada, U.K., Ireland, Australia and New Zealand
(2) Source: Internal statistics; live users are defined as the number of unique toolbar users active on the Internet in the last 15 days of each period
(3) Source: Q1 2010 data sourced from Google Analytics; Q4 2009 data estimated from partial SiteCatalyst data and partial Google Analytics data

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