

**Q1 2010**  
**Summary of Key Metrics**

**vertro™**

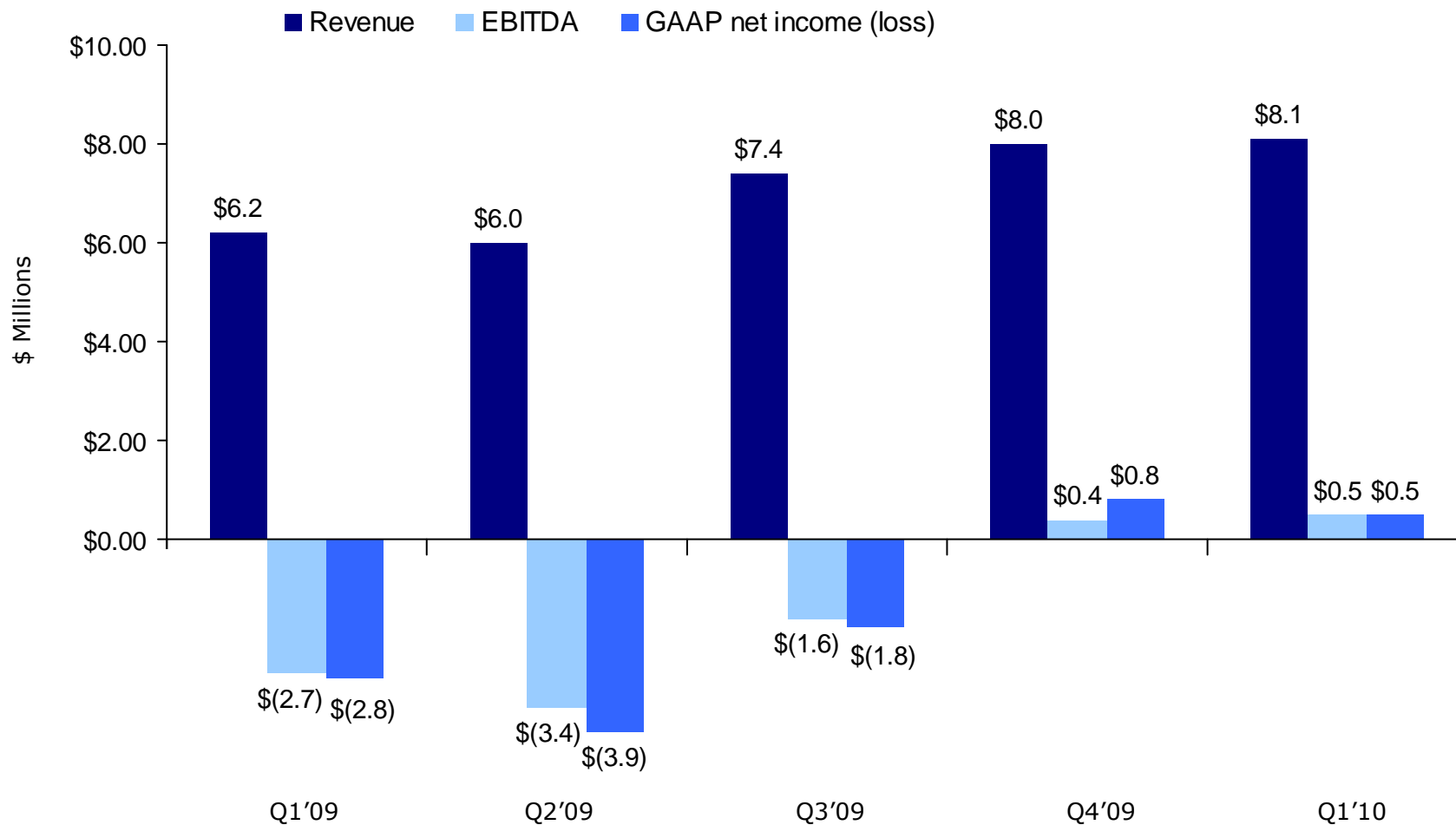
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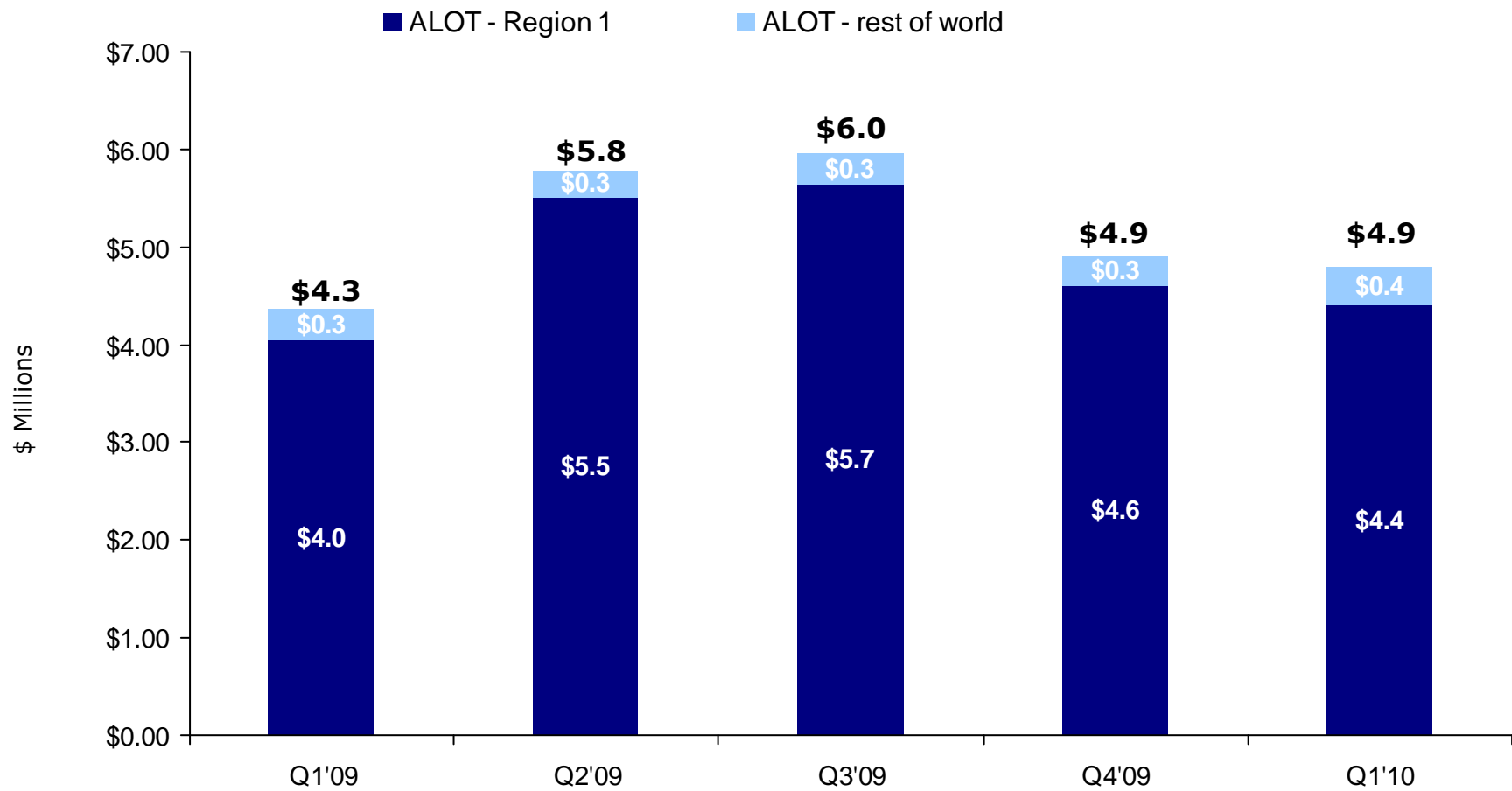
The following slides present a summary of key metrics for Vertro, Inc.

'Region one', as referred to in these slides, relates to ALOT users in the U.S., Canada, U.K., Ireland, Australia and New Zealand.

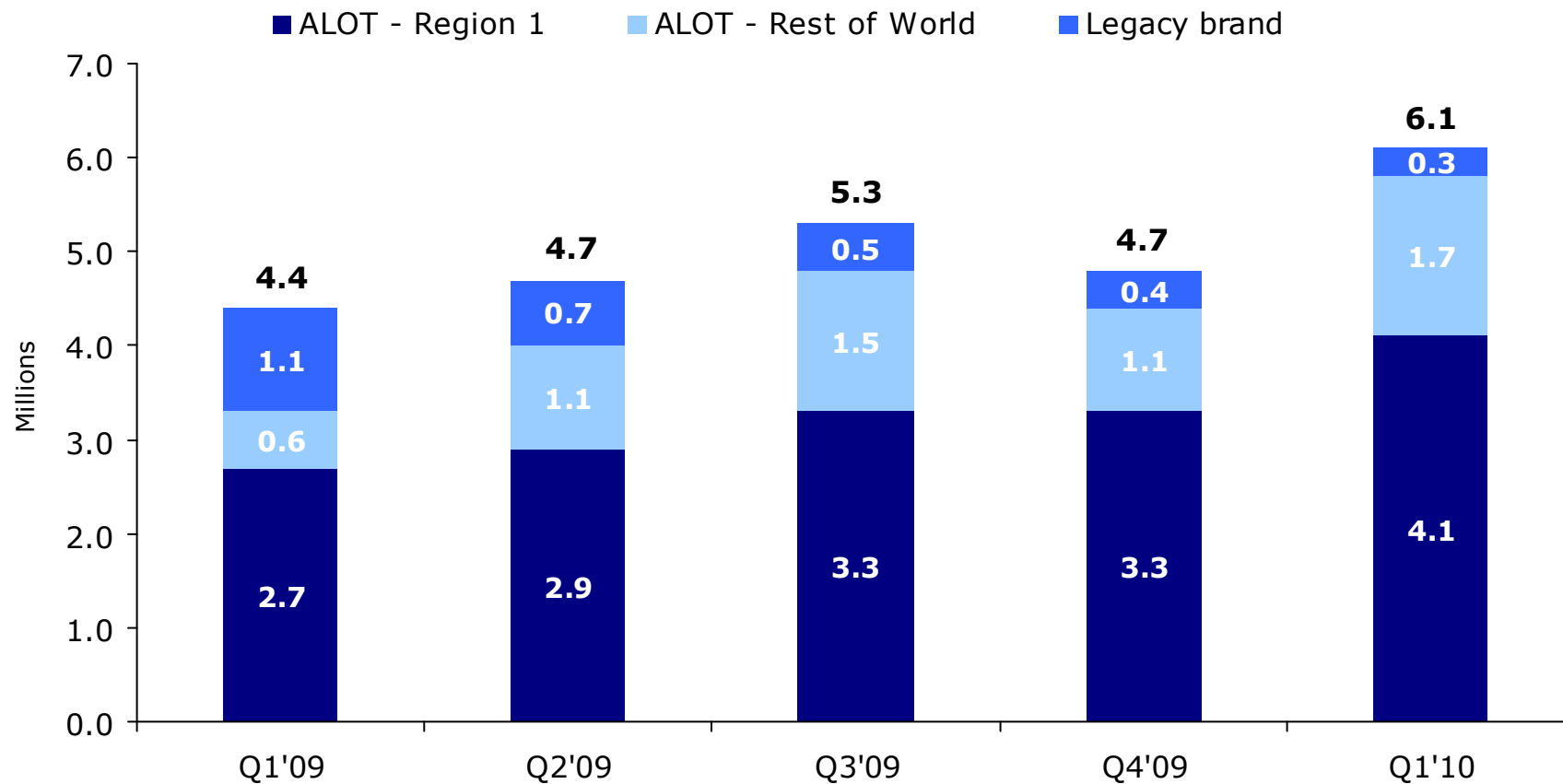
For a detailed review of our first quarter 2010 results, including the corresponding GAAP financial measures and a reconciliation of our non-GAAP financial measures to GAAP financial measures, please refer to the press release we issued, and to our Form 10-Q for Q1 2010 filed with the Securities and Exchange Commission.

# Revenue / EBITDA / GAAP net income (loss) from Continuing Operations

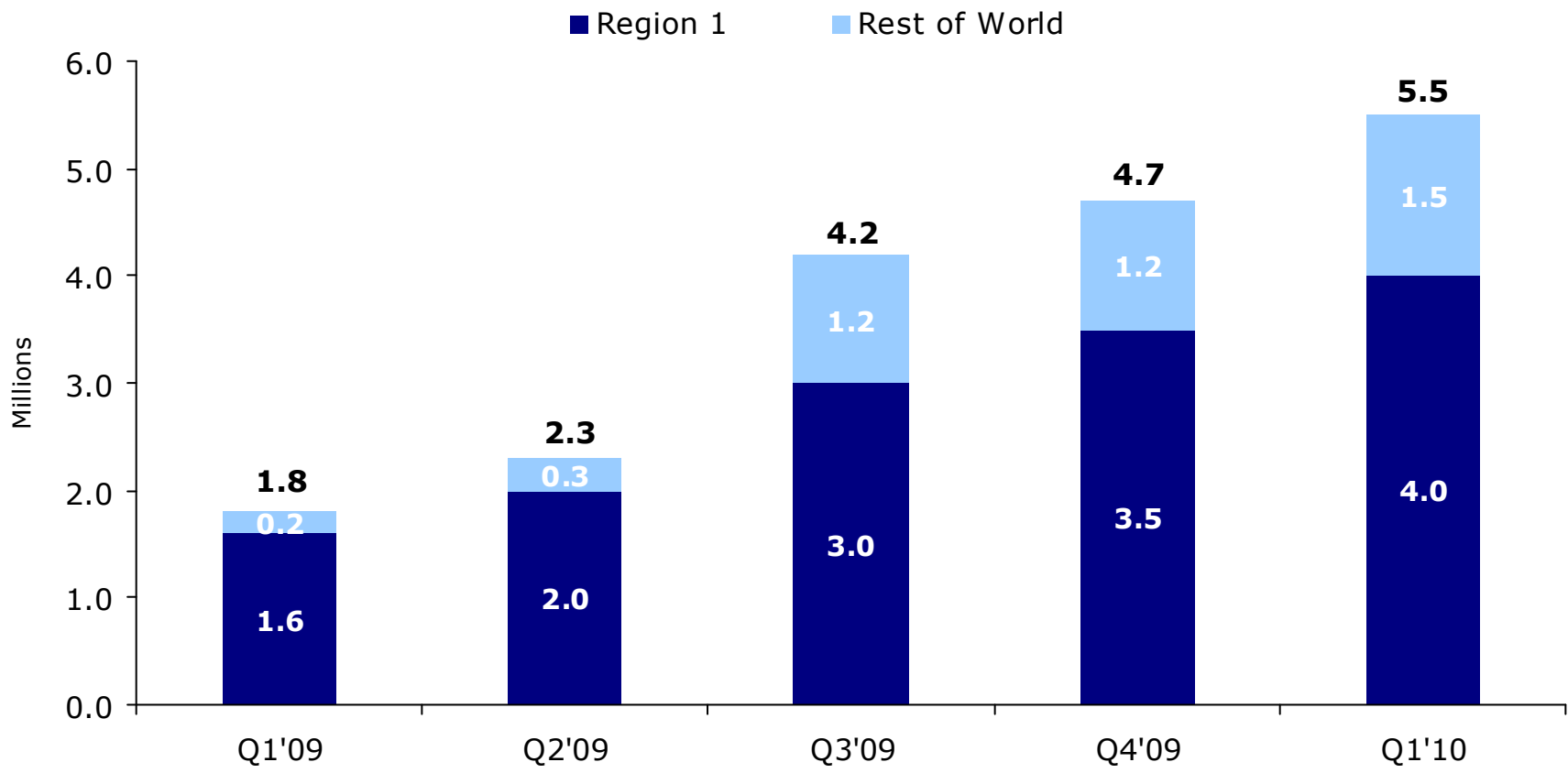




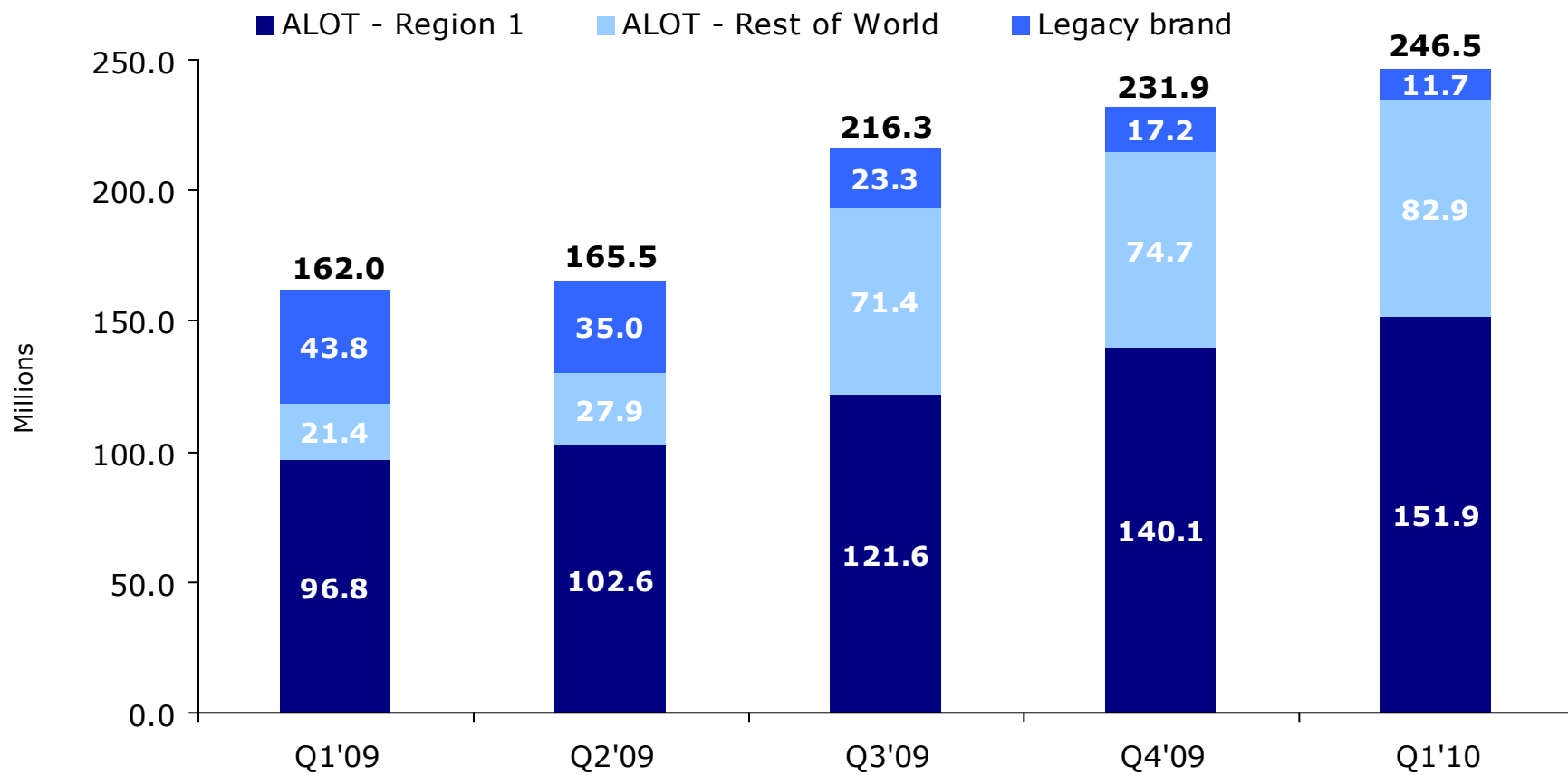
Q1'10 breakdowns don't match quarterly total due to rounding



**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; Q4'09 breakdowns don't match quarterly total due to rounding



Source: Q1, Q2, and Q3 2009: SiteCatalyst; Q4 2009: estimated from partial SiteCatalyst data and partial Google Analytics data; Q1 2010: Google Analytics



**Source:** internal statistics; total quarterly search volumes across all products; Q4 breakdowns don't match the total due to rounding

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