



Vertro Launches New International Tests for ALOT Product Portfolio

NEW YORK, Nov 16, 2009 (BUSINESS WIRE) -- Vertro, Inc. (NASDAQ:VTRO) today announced the launch of new international tests for its ALOT product portfolio in France, Germany and Brazil. The new tests have involved the development of local language ALOT 'ecosystems' comprising toolbars, homepages and portfolios of local language buttons for product customization.

Content for these new products has been developed through Vertro's proprietary content management system by native French, German and Brazilian staff working out of the company's New York City office. In addition to content and product development, this team has also worked with the company's in-house media buyers to develop fully localized advertising campaigns.

As with Vertro's recently announced tests in Asia, the intention is to acquire a representative sample of new users in France, Germany and Brazil and to measure their value before undertaking a more aggressive product roll-out.

"We are excited by the opportunities that France, Germany and Brazil could present. If our tests deliver a positive return on investment then these new markets will offer significant pools of potential users for us to target," said Peter Corrao, Vertro's President and CEO. "Importantly, due to our proprietary content management tool, these new local language products have been developed quickly and with no requirement for costly engineering resource."

www.alot.com
www.vertro.com

About Vertro, Inc.

Vertro, Inc. (NASDAQ:VTRO) is a software and technology 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-Q for Q3 2009.

SOURCE: Vertro, Inc.

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