



Cyber Monday Delivers Record Breaking Revenue Day for Vertro

Daily revenue for continued operations tops \$100k for the first time in 2009 Cyber Monday revenue spike more pronounced in 2009 than 2008

NEW YORK, Dec 02, 2009 (BUSINESS WIRE) -- Vertro, Inc. (NASDAQ: VTRO), today announced that Cyber Monday helped contribute to a record breaking revenue day for the Company's continued operations in 2009.

Estimated revenue for continued operations on November 30, 2009 (Cyber Monday) was \$106,000, an increase of approximately 9% compared to the average daily revenue from the three proceeding Mondays. Analysis of the Company's historical results reveals that this 9% increase in revenue outstripped the percentage increase seen for Cyber Monday in 2008 and was more closely aligned with the percentage increase recorded in 2007.

"We're delighted to have achieved this significant revenue milestone," commented Peter Corrao, Vertro's President and CEO. "We believe our expanded user base helped us to capitalize on the increased activity on Cyber Monday and we are excited by such strong performance as we move into the 2009 holiday season."

Vertro does not typically release revenue for individual days, however in light of the increased interest in the market surrounding consumer activity on Cyber Monday the Company believes that providing this estimated revenue is in the best interest of its shareholders. The Company does not intend to make this a practice in future.

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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