



Vertro, Inc. Expands ALOT Products across Asia

Growth in Asian Users Underscores Company's Strategy to Tap International Markets

NEW YORK, Jul 09, 2009 (BUSINESS WIRE) -- Vertro, Inc. (NASDAQ: VTRO), today announced that it has further extended its reach into the Asian market following the launch of local language versions of its [toolbar](#) product and more targeted international media buying. Live toolbar users in 'Region Three', ALOT's predominantly Asian user group, more than doubled over the second quarter, increasing from approximately 163,000 on March 31, 2009, to approximately 386,000 on June 30, 2009¹.

The growth, which centers predominantly on the Indian and Chinese markets, follows the launch of a new version of the ALOT toolbar in simplified Cantonese, as well as the roll-out of new verticals specifically focused towards the Indian market.

"As we stated on our last quarterly call, our objective with ALOT is not only to continue rolling out new verticals to our core American, British, Canadian and Australian users, but also to actively pursue expansion across other international markets," commented Peter Corrao, Vertro's President and Chief Executive Officer. "We're encouraged by the growth we've seen in our Asian user base over the second quarter and expect to continue refining and marketing our Asian focused products as we move into the second half of the year."

ALOT's international expansion is being managed from the Company's New York City offices.

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.

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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 distribute and monetize our international products at rates sufficient to meet our expectations, (3) our ability to develop and successfully market new products and services, and (4) 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 Q1 2009.

¹ Source: Internal statistics. Live users are defined as the total number of unique ALOT toolbar users over a 15 day period.

SOURCE: Vertro, Inc.

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