



## **Vertro Unveils New Customization Interface for ALOT Home**

### **New Interface Designed to Enhance User Experience**

NEW YORK, Sep 21, 2009 (BUSINESS WIRE) -- Vertro, Inc. (NASDAQ:VTRO) today announced the launch of a new customization interface for its homepage product, ALOT Home. The new interface is designed to enhance user experience by streamlining the process of adding content and saving custom homepage configurations.

Through the new interface, users can browse ALOT's library of available widgets and easily add them to their homepage. A version of this new interface is expected to be rolled out across the Company's toolbar products in the coming months.

The launch of the new customization interface coincides with the continued expansion of the Company's library of widgets. A range of new widgets have been introduced over recent months including a space-saving 'RSS Accordion', which enables users to display multiple RSS feeds in one widget.

"We believe that ALOT Home is an important product for us and one that helped to drive the improved metrics we reported earlier this month. We believe that our new customization interface and the continued expansion of our widget library will help further increase the appeal of ALOT Home and enable us to continue to expand our user base," commented Peter Corrao, Vertro's President and CEO.

ALOT Home attracted 4.3 million unique users in August 2009, compared to 2.7 million in June 2009<sup>1</sup>.

### **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. Forward looking statements include, among other things, among other things, the potential and prospects of Vertro, Inc. regaining and maintaining compliance with the listing standards of the NASDAQ Global Market. 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 Q2 2009.

<sup>1</sup> Source: Site Catalyst

SOURCE: Vertro, Inc.

### **For Further Information:**

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