



ALOT Launches Viral Campaign to Promote New Web Snapshots Widget

Campaign Creative and Media Buying Led By NYC Ad Agency, Walrus

NEW YORK, Sep 29, 2009 (BUSINESS WIRE) -- ALOT, the software and technology division of Vertro, Inc. (NASDAQ:VTRO), today announced the launch of a viral campaign designed to promote *Web Snapshots*, a new, proprietary widget that is designed for use on ALOT's Toolbar product and enables Internet users to take screen shots of the entire content of web pages, both above and below the fold.

The viral campaign, through NYC based ad agency, Walrus, takes a light-hearted swipe at the geeky stereotype commonly associated with I.T. staff. The campaign, dubbed 'Talk to the I.T. Guy', centers on a micro site (www.talktotheguy.com/) that invites users to ask questions to a team of 'I.T. Guys' over what appears to be a live video feed. The I.T. Guys then respond to users' questions through one of over 50 pre-recorded responses. The responses are keyword driven and based on common I.T. related terms. The micro site includes functionality enabling users to share the campaign with friends via email and social networks.

The central premise of the campaign is to promote Web Snapshots as a tool so useful the I.T. department doesn't want you to know about. Both the display ads and the micro site incorporate calls to action designed to drive downloads of an ALOT Toolbar that incorporates the new Web Snapshot widget.

Traffic will be driven to the micro site through a combination of ALOT's existing pay per click campaigns as well as a month long rich media campaign running across the Yahoo! network and social media ad network, Lotame. Planning and buying for the rich media campaign is being managed through Walrus.

"Our customer acquisition strategy to date has primarily focused on more traditional forms of direct response advertising and we are therefore excited to be working with Walrus on this new viral campaign," commented Mark Ribaudo, ALOT's VP, Sales and Marketing. "We are also excited with the launch of Web Snapshot, which we believe underlines our intention to develop more proprietary widgets that we can offer to our toolbar, homepage and desktop users."

www.alot.com

www.vertro.com

About ALOT, Inc.

ALOT, Inc. is a software and technology company that is owned and operated by Vertro, Inc. (NASDAQ:VTRO). 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 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 Q2 2009.

SOURCE: Vertro, Inc.

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