



ALOT, Inc. Appoints Corina Constantin Ph.D as Director of Analytics

Newly Created Role Designed to Inform and Enhance ALOT's Product Development and Advertising Strategies

NEW YORK, Oct 22, 2009 (BUSINESS WIRE) -- ALOT, Inc. the software and technology company owned and operated by Vertro, Inc. (NASDAQ: VTRO), today announced the appointment of Corina Constantin Ph.D as Director of Analytics.

In this newly created role, Dr. Constantin will work across ALOT's engineering, product and marketing teams. Her focus will be to leverage ALOT's customer data to unlock insights that can be used to inform product development and underpin the Company's customer acquisition and retention strategies.

"Our ALOT user base is expanding and we believe that appointing an in house data specialist will enable us to maximize the revenue generating potential that this growth presents," commented Peter Corrao, Vertro's President and Chief Executive Officer. "Corina has extensive and proven domain expertise, which we believe makes her the perfect candidate for this role."

Dr. Constantin has over a decade of experience in research, digital analytics, direct marketing, and interactive advertising. She joins ALOT from Didit search marketing where she worked most recently as Director, Decision Sciences. She has lectured extensively on statistical modeling at both Cornell and Pennsylvania State Universities. She gained her Ph.D from Pennsylvania State University in Communication (Online Advertising) and speaks regularly at Direct and Interactive Marketing conferences across the U.S. and Europe.

"With Vertro's resources now focused on the development and expansion of its ALOT product portfolio I believe this is an extremely exciting time to be joining the ALOT team. My background centers on analytics and the development of data led revenue models, and I look forward to applying these skills in my new role at ALOT," commented Dr. Constantin.

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 Q2 2009.

SOURCE: ALOT, Inc.

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