



InfoSpace Announces Consumer Marketing Veteran, Bruce Allenbaugh, Appointed Chief Marketing Officer and Senior Executive Promotions

BELLEVUE, Wash., Jan 03, 2008 (BUSINESS WIRE) -- InfoSpace, Inc. (NASDAQ:INSP) today announced that Bruce Allenbaugh has been appointed to the newly created position of Chief Marketing Officer. Mr. Allenbaugh will be responsible for leading the Company's direct-to-consumer marketing initiatives as InfoSpace transitions into a focused online search company. He will report to Jim Voelker, Chairman and Chief Executive Officer of InfoSpace.

Mr. Allenbaugh joins InfoSpace with more than two decades of global marketing, branding and advertising experience. Among his accomplishments, Mr. Allenbaugh was a member of the senior leadership team at Safeco Corporation, a Fortune 500 property and casualty insurance company, that was responsible for returning Safeco to profitability. Prior to that, Mr. Allenbaugh served as Vice President, Marketing for Avenue A (now aQuantive), where he successfully positioned the Company from an online advertising agency to a digital marketing services and technology company. Mr. Allenbaugh was also Vice President, Marketing at Nextlink Communications (now XO Communications), as well as ten years in various positions at Pepsi-Cola Company.

"Bruce is a seasoned marketing executive with a proven record of developing high-impact brands," said Mr. Voelker. "We are delighted to welcome Bruce to InfoSpace and look forward to capitalizing on his experience as we ramp-up our own marketing efforts to increase traffic on InfoSpace's owned and operated search engine sites."

"InfoSpace's metasearch technology provides a solid growth foundation for the Company," said Mr. Allenbaugh. "InfoSpace's many awards demonstrate the superior experience provided by InfoSpace's four branded search sites, Dogpile(R), MetaCrawler(R), WebCrawler(R), and WebFetch(TM). My goal is to increase market awareness of these brands so that InfoSpace's sites are top of mind when consumers want the most relevant search results on the web."

InfoSpace also announced today a number of senior executive promotions. David Binder, most recently Vice President of Finance, has been promoted to Chief Financial Officer and Treasurer; Alejandro C. Torres, most recently Senior Corporate Counsel, has been promoted to General Counsel and Secretary; Sunil Thomas, most recently Vice President, Engineering, has been promoted to Chief Technology Officer; and Eric Emans, most recently Controller, has been promoted to Chief Accounting Officer.

"InfoSpace has a strong and deep leadership team. Each of the newly appointed executives has been with the Company since at least 2004 and they have a combined tenure of 20 years at the Company," continued Voelker.

These promotions follow the planned departures of Allen Hsieh, Bruce Easter, Brian McManus, Steve Elfman and John Foster, Senior Vice President, Corporate Development in connection with the sale of the mobile and directory businesses.

"As we welcome the new executive team, we acknowledge the accomplishments of Allen, Bruce, Brian, Steve and John and the value they helped create for InfoSpace shareholders over the years," continued Mr. Voelker.

Executive Bios

Most recently, Mr. Allenbaugh served as Vice President of Marketing and Business Development for Trumba Corporation. Prior to this role, he served as the Senior Vice President of Marketing and Communications at Safeco Corporation. Prior to Safeco, Mr. Allenbaugh was Vice President of Marketing for Avenue A (now aQuantive). He also served as Vice President of Marketing for Nextlink Communications (now XO Communications). Mr. Allenbaugh began his career at Pepsi-Cola Company, where he served in various marketing management roles during his ten-year tenure there. Mr. Allenbaugh received a master's degree from J.L. Kellogg Graduate School at Northwestern University and a bachelor's degree from the University of Washington.

Mr. Binder joined InfoSpace in 2004 as Vice President of Finance. Prior to this role, he served as Senior Director of Business Development at drugstore.com. Prior to that, he served as Senior Director of Finance at AT&T Wireless. Mr. Binder received his Masters degree in Economics and Finance from Brandeis University.

Mr. Torres joined InfoSpace in 2003 as Senior Corporate Counsel. Prior to this role, he served as Principal at Riddell Williams, P.S., a major Seattle law firm, where he was a member of the firm's corporate, M&A and finance practices. Mr. Torres received his J.D. from Columbia Law School and a bachelor's degree in business administration from the University of Washington.

Mr. Thomas joined InfoSpace in 1999 as Senior Development Manger before being promoted to Director of Engineering in 2002. Mr. Thomas was appointed to Vice President, Engineering in 2006. Prior to this role, he was the Chief Technology Officer at Zephyr Software, a start-up acquired by InfoSpace in 1999. Prior to Zephyr, he worked at Microsoft as an Enterprise Consultant. Mr. Thomas began his career at Hewlett Packard as a software engineer. Mr. Thomas received his bachelor of Engineering in Computer Science from the Bombay University in India.

Mr. Emans joined InfoSpace in 2003 as Manger of Revenue Assurance before being promoted to Senior Finance Manger in 2005. He briefly left the Company to join Corbis, Inc., but returned to the Company as Controller in 2006. Prior to InfoSpace, he was an auditor at Deloitte and Touche LLP. Mr. Emans received his bachelor's degree in business administration from the University of Washington.

About InfoSpace(R)

InfoSpace, Inc. is a leading developer of metasearch products to help people easily search and discover the web. InfoSpace uses its proprietary metasearch technology that combines the top results from the leading search engines to power a portfolio of branded Web sites, including Dogpile (www.dogpile.com) and WebFetch (www.webfetch.com). For the second consecutive year, Dogpile ranked highest in customer satisfaction among search engines, according to JD Power and Associates. More information can be found at www.infospaceinc.com.

Forward-Looking Statements

This release contains forward-looking statements relating to InfoSpace, Inc.'s appointment of new officers, the departure of certain officers and the Company's ongoing online search business that are subject to certain risks and uncertainties that could cause actual results to differ materially from those projected. The words "believe," "expect," "intend," "anticipate," variations of such words, and similar expressions identify forward-looking statements, but their absence does not mean that the statement is not forward-looking. Forward-looking statements include, without limitation, statements regarding marketing efforts and the prospects of InfoSpace's online search business. These statements are not guarantees of future performance and are subject to certain risks, uncertainties and assumptions that are difficult to predict. Factors that could affect InfoSpace's actual results include: general economic, industry and market sector conditions; the progress and costs of the development of our products and services; the timing and extent of market acceptance of those products and services; the performance of the new officers; and our dependence on companies to distribute our products and services. A more detailed description of certain factors that could affect actual results include, but are not limited to, those discussed in InfoSpace's most recent Annual Report on Form 10-K and quarterly reports on form 10-Q as filed from time to time, in the section entitled "Risk Factors." Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this release. InfoSpace undertakes no obligation to update publicly any forward-looking statements to reflect new information, events or circumstances after the date of this release or to reflect the occurrence of unanticipated events.

SOURCE: InfoSpace, Inc.

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