



CarsDirect receives top honors in 2009 Dealers' Choice Awards

Awards for new car leads and special finance leads are result of survey of thousands of auto dealers

EL SEGUNDO, Calif. (April 1, 2009) - CarsDirect, a leading online automotive research portal, shopping service, and lead provider, today announced that it has been selected as the winner of two prestigious industry honors in the Auto Dealer Monthly 2009 Dealers' Choice Awards. CarsDirect was the recipient of both the Diamond Award for New Car Leads and the Gold Award for Auto Finance Leads. This is the third time since 2005 that CarsDirect has won the Diamond Award.

The two awards for superior lead generation services are the result of a survey of more than 15,000 dealers and dealership personnel who were asked to rate auto service providers on criteria including performance, customer support, and overall value.

"Despite the challenging sales environment, we still have tremendous visitor and lead counts, not to mention completed buyer requests," said Ken Potter, vice president of sales at CarsDirect. "As a result, we've been heavily investing in quality - focusing on improving overall success for our dealers by attracting more high-quality traffic to CarsDirect. It's a great feeling to see that our dealer partners value this investment by honoring us with these awards."

CarsDirect has made several enhancements to its products over the past year, including the launch of the CarsDirect Automotive Network, one of the world's largest collections of auto enthusiast websites and the source of an exclusive stream of targeted traffic to CarsDirect. The company has also worked closely with its dealer partners to make enhancements to its used car and auto finance lead generation services, including improving lead quality even further by subjecting all leads to a rigorous six-step quality-assurance process through a partnership with an outside data validation company.

"On the retail side of CarsDirect, we sell vehicles to consumers and operate much like a typical dealer. This gives us the advantage of understanding our dealers partners' businesses much better than many of our competitors," said Potter. "We understand how crucial it is to help our dealers with regard to cost per sale and return on investment. We plan to continue to enhance our products throughout 2009 to improve performance for our dealers even more."

This is the fifth year Auto Dealer Monthly has recognized the most highly regarded vendors, suppliers and finance companies in the retail automotive industry, as voted on by dealers and dealership personnel.

About CarsDirect

CarsDirect (www.carsdirect.com) is a leading online automotive research portal, shopping service, and lead provider, providing new and used automobiles and related products and services, such as loan and lease financing and in-demand aftermarket products including extended warranties. CarsDirect is a division of Los Angeles-based Internet Brands (www.internetbrands.com), a leading operator of consumer community and e-commerce websites.

More information about CarsDirect's range of products for dealers can be found at connect.carsdirect.com.

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