



Ted Cahall Joins United Online, Inc. as Executive Vice President, Chief Operating Officer of Classmates.com and Executive Vice President, United Online Web Services

WOODLAND HILLS, Calif., Aug. 1, 2005 (GLOBE NEWSWIRE) -- United Online, Inc. (Nasdaq:UNTD), a leading provider of consumer Internet subscription services, today announced the appointment of technology veteran Ted Cahall as executive vice president and chief operating officer of Classmates.com and executive vice president, United Online Web Services. Cahall will direct all operations at Classmates.com, a leading community-based networking company that connects millions of members throughout the U.S. and Canada with friends and acquaintances from school, work and the military. Cahall will also oversee the United Online Web Services division, which includes the company's various web-hosting brands including Freeservers.com and photo sharing service PhotoSite. Cahall, who brings with him more than twenty years of technical systems management experience, will report directly to Mark R. Goldston, chairman, CEO and president of United Online, Inc.

Cahall comes to United Online from CNET Networks where he was the chief information officer and senior vice president of engineering, managing the company's technology infrastructure. Cahall played a critical role in the development and growth of CNET Networks' leading brands, such as CNET, GameSpot, News.com, Download.com, Webshots, and ZDNet. Cahall was responsible for relaunching the company's Web properties and back-office applications, launched the company's pay services, and integrated infrastructures following CNET's multiple acquisitions. He converted the company from proprietary Unix hardware and software to an Intel/Linux infrastructure, saving millions of dollars of capital and operational expenditures.

Prior to joining CNET Networks, Cahall held technology management positions at several companies, including Bank of America and two technology start-ups focused on network and systems management. He began his career at AT&T Bell Laboratories, where he developed several engineering systems and was awarded a U.S. patent for systems performance analysis. Cahall earned both his BS and MS degrees in Electrical Engineering and Computer Science from the University of Illinois. He is currently on the AppMail and NetScaler technology advisory boards.

"I am very pleased that United Online will be adding Ted Cahall to its stable of highly-talented executives, bringing with him over twenty years of experience and cutting-edge technology expertise," said Mark R. Goldston, chairman, CEO and president of United Online, Inc. "Ted's wealth of experience in development and management of Web properties, back-office applications and infrastructure and systems management will be extremely valuable as United Online continues to build out its Classmates.com and Web Services businesses."

"I am very excited to be joining United Online at this exciting time in the company's life," said Ted Cahall, newly-appointed EVP and chief operating officer of Classmates.com and EVP, United Online Web Services. "I am really looking forward to working with the talented Classmates.com and United Online Web Services teams to expand on the success of these businesses."

About United Online

United Online, Inc. (Nasdaq:UNTD) is a leading provider of consumer Internet subscription services through a number of brands, including NetZero, Juno, Classmates and PhotoSite. The company's pay services include Internet access, accelerated dial-up services, premium email, personal web hosting and domain services and community-based networking. It also offers consumers free Internet access, email and Web hosting. The company's access services are available in more than 8,200 cities across the United States and in Canada. United Online is headquartered in Woodland Hills, CA, with offices in New York City, NY, Renton, WA, San Francisco, CA, Orem, UT, Munich, Germany, Jarfalla, Sweden, and Hyderabad, India. For more information about United Online and its Internet subscription services, please visit <http://www.unttd.com>.

This release contains forward-looking statements within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995. Statements containing words such as "may," "believe," "will," "expect," or similar expressions constitute forward-looking statements. These statements include, without limitation, statements by management and expectations regarding the build out and success of the company's businesses. Potential risks and uncertainties include, among others: unanticipated technological problems or developments; risks associated with litigation; and unanticipated governmental regulation. More information about potential factors that could affect the company's business and financial results is included in the company's annual and quarterly reports filed with the Securities and Exchange Commission (<http://www.sec.gov>), including without limitation information under the captions "Management's Discussion and Analysis of Financial Condition and Results of Operations" and "Risk Factors."

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