



## United Online Declares Quarterly Dividend of \$0.10 Per Share

WOODLAND HILLS, Calif., Nov 02, 2009 (BUSINESS WIRE) -- **United Online, Inc.** (Nasdaq: UNTD), a leading provider of consumer products and services over the Internet, today announced that its Board of Directors has declared a quarterly cash dividend of \$0.10 per share.

The dividend is payable on November 30, 2009 to shareholders of record on November 13, 2009. This marks the 19th consecutive quarter that United Online will have paid a cash dividend to its shareholders. The payment of future dividends is discretionary and will be subject to determination by the Board of Directors each quarter following its review of the company's financial performance and other factors.

### About United Online<sup>(R)</sup>

United Online, Inc. (Nasdaq: UNTD) is a leading provider of consumer products and services over the Internet, where the company's brands have attracted a large online audience that includes more than 60 million registered consumer accounts. The company's floral and related offerings include products and services for consumers and retail florists, as well as for other retail locations offering floral products and services, in the U.S., Canada, the United Kingdom, and the Republic of Ireland. The floral business utilizes the highly recognized FTD ([www.ftd.com](http://www.ftd.com)) and Interflora ([www.interflora.co.uk](http://www.interflora.co.uk)) brands, both supported by the Mercury Man logo that is displayed in approximately 45,000 retail floral shops worldwide. The company's Classmates Media services include online social networking ([www.Classmates.com](http://www.Classmates.com)) and online loyalty marketing ([www.MyPoints.com](http://www.MyPoints.com)) in North America. Classmates Media also operates online social networking Web sites in a number of European countries. The company's Communications services include value-priced Internet access and email provided by NetZero ([www.netzero.com](http://www.netzero.com)) and Juno ([www.Juno.com](http://www.Juno.com)).

Headquartered in Woodland Hills, CA, United Online operates through a global network of locations in the U.S., Canada, the United Kingdom, Germany, and India. More information about United Online is available on the company's Web site located at: [www.unitedonline.com](http://www.unitedonline.com).

### Cautionary Information Regarding Forward-Looking Statements

This release contains forward-looking statements within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995, as amended. Any future determination as to payment of dividends will depend upon the financial condition, results of operations and cash flows of the company and such other factors as are deemed relevant by the Board of Directors. For example, a change in the company's business needs including working capital and funding for acquisitions, or a change in tax laws relating to dividends, could cause the company's Board of Directors to decide to cease the payment of or reduce the dividend in the future. In addition, the terms of the company's indebtedness include limitations on the company's ability to pay dividends in the future. Information about potential factors that could affect the company's business, financial condition, results of operations, and cash flows 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."

SOURCE: United Online, Inc.

#### United Online, Inc.

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