



Internet Brands® and LexisNexis Announce Completion of Joint Venture Combining Professional and Consumer Legal Brands

Combination of Martindale-Hubbell, Lawyers.com and Nolo creates the largest online legal network

LOS ANGELES (March 3, 2014) – Internet Brands® today announced the completion of the formation of a joint venture with LexisNexis® Legal & Professional, part of Reed Elsevier. Under the leadership of Internet Brands, the partnership brings together the management of the two organizations’ online marketing businesses for lawyers: Internet Brands’ Nolo legal division and LexisNexis’ Martindale-Hubbell® and Lawyers.com business. The joint venture will operate under the name of Martindale-Hubbell.

All existing online marketing products and services for legal customers, including website hosting, directory advertising, lead generation, and online listings, will continue to be served by and improved by the joint venture.

Martindale-Hubbell is a 140-year-old brand that assists law firms with client development through Lawyers.com, where it showcases each firm’s qualifications and credentials. It also provides law firms with website development, search engine optimization, and other web marketing services. Internet Brands owns more 150 consumer websites that attract more than 100 million monthly visitors. The company has extensive expertise in online marketing and developing technology platforms. Internet Brands’ Nolo legal division (www.nolo.com), established in 1971, is a market leader in consumer-friendly legal information and online marketing services for lawyers.

With these combined assets, the Martindale-Hubbell joint venture will host more than 5 million monthly visitors to its legal websites – more than twice the closest competitor – and will also benefit from the resources, knowledge of the legal category, and extensive technical and online marketing skills needed to continue to create even better products and services for all legal customers.

“With these three iconic legal brands – Martindale-Hubbell, Nolo, and Lawyers.com – joining forces, we will jointly provide a powerful platform for online marketing services for legal professionals,” said Rod Stoddard, President of Martindale-Hubbell. “We’re delighted to be able to extend the strong reputation of these brands and for the opportunity to develop new and enhanced products and services.”

About Internet Brands and its Nolo Legal Division

Headquartered in El Segundo, California, Internet Brands® is a new media company that operates online media, community, and e-commerce websites in vertical markets. The company also develops and licenses Internet software, and social media applications, and professional online marketing solutions.

Internet Brands' Nolo legal division (www.nolo.com), established in 1971, is a market leader in consumer-friendly legal information and online marketing services for lawyers.

About LexisNexis Martindale-Hubbell

LexisNexis® Martindale-Hubbell® assists law firms in their client development through Lawyers.com, showcasing the qualifications and credentials of more than 1 million lawyers and law firms in the U.S. and internationally, and providing law firms with website development, search engine optimization, and other web marketing services.

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Contact Internet Brands

Joe Ewaskiw
Internet Brands
(310) 280-4539
joe.ewaskiw@internetbrands.com

Contact LexisNexis Martindale-Hubbell

Paul Abrahams
Reed Elsevier
+44 20 7166 5724
Paul.Abrahams@reedelsevier.com