



Internet Brands Acquires iMatrix

LOS ANGELES (January 6, 2014) – Internet Brands today announced it acquired iMatrix, an online marketing services provider serving the medical community.

iMatrix has been providing online marketing services to chiropractors, veterinarians, and optometrists for 13 years. The acquisition enables iMatrix to further expand using the established resources of Internet Brands. iMatrix will join Internet Brands' rapidly growing Health category.

“We based our decision to sell the company on the extensive resources and the organizational values of Internet Brands,” said Asaf Benhaim, CEO and co-founder of iMatrix. “We have built iMatrix from the ground up, and we are excited to work with Internet Brands to expand iMatrix while maintaining the company’s essential core values.”

Added fellow iMatrix co-founder Yamia Benhaim: “We are excited to continue working with everyone at iMatrix and building new opportunities with the resources of Internet Brands behind us. Internet Brands was the right choice for iMatrix and will take the company and the service offerings to new heights.”

“We highly value the company culture iMatrix has created and are intent on preserving that culture,” said Steve Yeich, General Manager-Health at Internet Brands. “We believe that the culture and core values of iMatrix have assisted the company in its rapid growth and have been the foundation of its success over the past decade.”

About Internet Brands

Headquartered in El Segundo, Calif., Internet Brands® is a fully integrated online media and software services organization focused on four high-value vertical categories: Automotive, Health, Legal and Home / Travel. The company’s award-winning consumer websites lead their categories and serve more than 100 million monthly visitors, while a full range of web presence offerings has established deep, long-term relationships with SMB and enterprise clients. Internet Brands’ powerful, propriety operating platform provides the flexibility and scalability to fuel the company’s continued growth. For more information, please visit www.internetbrands.com.

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