



Internet Brands Acquires Total Attorneys

Extends Internet Brands' position as the leader in generating new business for attorneys

LOS ANGELES (February 23, 2015) – Total Attorneys, a leader in new client origination, has been acquired by Internet Brands, further extending Internet Brands' leading marketing services portfolio.

Total Attorneys was founded in 2002 with a focus on helping small and medium sized law firm attorneys grow their practices. The company offers award-winning products that focus on online and phone leads, as well as appointment scheduling services.

Total Attorneys joins leading online brands including Nolo, Martindale-Hubbell, and Lawyers.com in Internet Brands' rapidly growing Legal category.

“As one of the oldest and largest legal marketing platforms, Total Attorneys helps thousands of attorneys attract and convert consumers into new clients,” said Chris Braun, General Manager of the Legal division at Internet Brands. “The company’s proven track record of helping attorneys grow their practices is an ideal fit within our Legal portfolio, which shares the same philosophy of innovation and superior customer service.”

“Internet Brands' legal portfolio leads the industry when it comes to consumer relationship management,” said Kim Kleifges, Chief Financial Officer at Total Attorneys. “Total Attorneys is excited for the future synergies between our companies to continue helping our attorney customers grow their businesses.”

As part of Internet Brands, the Total Attorneys brand will remain intact and the company will continue to operate from its Chicago headquarters.

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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