



## **Tree.com Announces New Leadership Appointments At RealEstate.com**

CHARLOTTE, N.C., March 4, 2009 (GLOBE NEWSWIRE) -- Today, Tree.com, Inc. (Nasdaq:TREE) announces new leadership appointments at RealEstate.com.

Tree.com named Greg Hanson Senior Vice President and General Manager of RealEstate.com. In this role, Mr. Hanson is responsible for leading continued growth and innovation in all segments of RealEstate.com. Mr. Hanson was previously the Vice President of Product Management where he developed RealEstate.com into one of the most widely visited Web sites for consumers looking to buy or sell a home. In January 2009 alone, RealEstate.com had more than two million visits and 25 million page views.

With the company for more than three years, Mr. Hanson was previously responsible for overall development and design of several key company technology initiatives such as expanding RealEstate.com to more than 22,000 locations nationally, RealEstate.com Mobile, RealEstate.com terrain and traffic mapping, RealEstate.com listings API, as well as ramping up RealEstate.com to be one of the most powerful listings engine of homes for sale across the country. Hanson will report to Tree.com Chairman and Chief Executive Officer Doug Lebda.

In addition, Victor Vaca, formerly the Vice President of Sales for RealEstate.com, REALTORS(r), has been named the National Vice President of Sales for all of RealEstate.com combining business development efforts at each of the RealEstate.com units into one streamlined team reaching builders, real estate agents and broker partners. He leads a newly created U.S. sales team that covers four national regions including Northeastern Region led by Regional Vice President Mark Jeffers, Southeastern Region led by Regional Vice President Kurt Gleeson, Central Region led by Regional Vice President Dave Clark and Western Region led by Regional Vice President Bill Yeager.

Mr. Vaca has been with the organization for three years and has successfully grown RealEstate.com, REALTORS(r) to 20 markets across the U.S. and more than 1,200 sales associates. Mr. Vaca is an accomplished real estate industry veteran with experience growing and developing sales divisions across multiple verticals in large regional and national brokerages including Coldwell Banker United, REALTORS(r).

"The appointments of Greg and Victor come at the perfect time for RealEstate.com," says Doug Lebda. "This new structure enables us to continue executing our strategy to grow traffic at RealEstate.com while reorganizing our field sales structure to better monetize business and remain extremely focused on cost."

Added Hanson, "I am incredibly excited to lead RealEstate.com. We will continue working hard to make RealEstate.com the best destination online for consumers looking to buy and sell a home, while also creating an efficient engine where we can better service those customers. We're moving away from a multi-unit sales force effort and instead, are better aligning our team and creating more ways than ever for builders, real estate agents and broker partners to easily work with us to reach the millions of highly-motivated consumers that visit our site."

For more information about RealEstate.com, please visit [www.realestate.com](http://www.realestate.com) or [www.tree.com](http://www.tree.com).

### **About RealEstate.com**

RealEstate.com gives consumers a better way to buy or sell homes through a comprehensive suite of real estate services, tools and helpful advice. The site provides access to more than two million homes for sale, 97 million home values and a unique deep-dive view into more than 22,000 cities reaching every metropolitan area in the U.S.

The company also operates five distinct business lines including RealEstate.com, REALTORS(r), an Internet-enabled real estate brokerage that operates in 20 markets with more than 1,200 sales agents; a Broker Network, a strategic lead generation program for real estate brokers that provides them with incremental, targeted, and high-quality leads; iNest, a lead generator that specializes in newly-constructed homes and offers consumers an exclusive cash bonus program; Domania, a provider of innovative customer acquisition and retention products for banks, mortgage lenders and REALTORS(r); and a network of geo-targeted advertising opportunities throughout the RealEstate.com portal.

RealEstate.com is a division of LendingTree, LLC, a Tree.com, Inc. company (Nasdaq:TREE).

REALTOR(r) -- A registered collective membership mark that identifies a real estate professional who is a member of the National Association of REALTORS(r) and subscribes to its strict Code of Ethics.

About Tree.com, Inc.

Tree.com, Inc. (Nasdaq:TREE) is the parent of several brands and businesses in the financial services and real estate industries including LendingTree(r), LendingTree Loans(sm), GetSmart(r), Home Loan Center, RealEstate.com, iNest(r), and RealEstate.com, REALTORS(r). Together, they serve as an ally for consumers who are looking to comparison shop loans, real estate and other financial products from multiple businesses and professionals who compete for their business.

Tree.com, Inc. is headquartered in Charlotte, N.C. and maintains operations solely in the United States. For more information, please visit [www.tree.com](http://www.tree.com).

The Tree.com, Inc. logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=5367>

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