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Tree.com, Inc. Changes Corporate Name to LendingTree, Inc.

Corporate name to reflect company's go-forward strategy and its historical roots

CHARLOTTE, N.C., Jan. 6, 2015 /PRNewswire/ -- Tree.com, Inc. announced today it is changing its corporate name from Tree.com, Inc. to LendingTree, Inc., effective January 1, 2015, to better reflect both the company's go-forward strategy and its historical roots.



The company's shares will continue to trade on the NASDAQ Global Select Market under the ticker symbol "TREE". Outstanding stock certificates for shares of the company will not be affected by the name change.

"Changing our corporate name from Tree.com, Inc. to LendingTree, Inc. allows us to emphasize our unified corporate strategy and well-known brand," said Doug Lebda, founder and CEO of LendingTree. "When we were spun out from IAC in 2008, we wanted a corporate identity to reflect a broad range of products. Now that we've tightened our business focus and go-forward strategy, we have re-branded our non-lending products to LendingTree. We strongly feel that our corporate name should be aligned with our flagship brand, which is known to millions of consumers and thousands of lenders."

About LendingTree, Inc.

LendingTree, Inc. (NASDAQ: TREE) is the parent of several brands and businesses that provide information, tools, advice, products and services for critical transactions in consumers' lives. Our family of brands includes: LendingTree®, LendingTreeAutosSM, LendingTree EducationSM and LendingTree HomeProsSM. Together, these brands empower consumers as they comparison-shop across a full suite of loan and credit-based offerings from multiple businesses and professionals who will compete for their business. LendingTree, Inc. is headquartered in Charlotte, NC and maintains operations solely in the United States. For more information, please visit www.LendingTree.com.

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