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LendingTree Launches Community-Powered "Lend a Hand" Campaign

For every reported act of kindness tagged with the #LTlendAHand hashtag on social media, LendingTree will donate \$1 to help fund children's wishes through its partnership with Make-A-Wish®

CHARLOTTE, N.C., Dec. 2, 2014 /PRNewswire/ -- LendingTree has announced the launch of a socially-powered philanthropic campaign to promote the act of giving back and lending a hand to others in need during the holiday season. LendingTree's "Lend a Hand" campaign builds upon its annual charity program by expanding the initiative through social media and partnering with Make-A-Wish.



In December 2012, LendingTree launched its "Random Acts of Kindness" program where each employee was given \$200 along with the task of giving that money to someone in need during the holiday season. Given the success of the program, LendingTree has decided to expand the gift of giving beyond the walls of LendingTree with "Lend a Hand" and the shareability offered by Facebook, Twitter, Instagram, Google+, Vine and Flickr.

For every post tagged with #LTlendAHand reporting an act of kindness, LendingTree will donate \$1.00 to help fund children's wishes through its partnership with Make-A-Wish Central and Western NC. The company will be tracking the hashtag's activity at www.lendingtree.com/lendahand.

"We started the holiday giving program to make a direct and immediate impact to people in our community," said Doug Lebda, founder and CEO of LendingTree. "We wanted to empower LendingTree employees to help others and realized that with the help of social media, we have the chance to make an even bigger impact. There are so many ways to give back this holiday season and we wanted to acknowledge and support those efforts."

"Make-A-Wish is proud to partner with Lending Tree on such an impactful and meaningful initiative," said Amy Brindley, President and CEO of Make-A-Wish Central and Western North Carolina. "When a company engages not only their staff but also their customers, the effect you can have on the children living in our community is empowering. By providing a 'Random Act of Kindness', participants have the power to make a positive influence on not just one, but two lives in the community."

About LendingTree, LLC

LendingTree, LLC is the nation's leading online source for competitive home loan offers, empowering consumers during the mortgage, refinance or auto loan process. LendingTree provides an online marketplace which connects consumers with multiple lenders that compete for their business, as well as an array of online tools and information to help consumers find the best loan. Since inception, LendingTree has facilitated more than 30 million loan requests and \$214 billion in closed loan transactions. LendingTree provides access to lenders offering [mortgages](#) and [refinance loans](#), home equity loans/lines of credit, and more. LendingTree, LLC is a subsidiary of Tree.com, Inc. (NASDAQ: TREE). For more information go to www.lendingtree.com, dial 800-555-TREE, join our [Facebook page](#) and/or follow us on Twitter [@LendingTree](#).

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