



Tree.com Launches LendingTreeAutos.com, Guiding Consumers Through the Car Buying Process From Start to Finish

Extends Longtime Auto Financing Capabilities to Include Full Spectrum of Researching and Purchasing a Car

CHARLOTTE, N.C., Dec 14, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- [Tree.com, Inc.](http://www.tree.com) (Nasdaq: TREE) today launched [LendingTreeAutos.com](http://www.lendingtreeautos.com), a dedicated online portal to help consumers make smart decisions about buying their next car. The new site covers the full scope of car buying information, tools, and services, providing one-stop access to new and used car searches, vehicle history reports, monthly payment calculators, quotes from local dealers, tips and advice, auto insurance and financing, and more.

Already a trusted provider of auto loans to consumers through [LendingTree](http://www.lendingtree.com), [Tree.com](http://www.tree.com) tapped into a proven team of industry experts to create the most comprehensive channel for car buying online. The company also partnered with content and technology leaders in the space, such as:

- Autobyte Inc. (Nasdaq: ABTL), a pioneer in the automotive Internet, for the site's new vehicle price quote and dealer selector engine;
- Vast, a leading vertical search and advertising platform, providing visitors with deep access to used car inventory across the country;
- Kelley Blue Book, The Trusted Resource(R), for vehicle information including new-car pricing and Official Blue Book(R) Used-Car Values; and
- eVox, a leader in automotive media and images, for accurate, detailed visuals of car interiors and exteriors.

"[Tree.com](http://www.tree.com) empowers consumers with the tools and information they need to make smart financial choices. Buying a car is a major purchase - and in today's environment, it's even more important to find the best car for the best price, and maintain the value of that investment over time," said Gary Pierce, National Account Director, [LendingTreeAutos.com](http://www.lendingtreeautos.com). "For years, we've been a trusted partner to consumers financing their car purchases. It was a logical next step to provide a complete resource to guide them through every step of the car buying process."

About Tree.com

[Tree.com, Inc.](http://www.tree.com) (Nasdaq: TREE) is a leading marketplace providing consumers access to businesses and professionals when searching for products and services essential to key decisions in their lives. Tree.com is focused on empowering consumers to make smart, well-informed decisions based on expert guidance and personalized support across a wide variety of service offerings including financial services, real estate, education, home services, insurance, and automotive services.

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