



Tree.com Announces Acquisition of Educational Lead Generation Service, LeadRelevance

--CA-based Interactive Direct Marketing Company Offers Highly Qualified Lead Generation For Higher Education, Connecting Online Schools with Prospective Students

CHARLOTTE, N.C., July 21, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- [Tree.com](http://www.tree.com) today announced that it acquired certain assets of San Francisco, CA-based [LeadRelevance](http://www.leadrelevance.com), an interactive direct marketing company specializing in lead generation for the for-profit, post-secondary education market, from [Webloyalty](http://www.webloyalty.com). The acquisition will expand and complement Tree.com's current education offering, [DegreeTree.com](http://www.degree-tree.com), where consumers can search and compare online program, course, and degree information from hundreds of schools nationwide.

LeadRelevance offers a proven process for connecting schools with highly interested and highly motivated students. This includes a tightly controlled media mix that leverages quality and relevant traffic sources, resulting in a higher rate of lead conversions into enrollments. In addition, LeadRelevance boasts strong, transparent relationships with colleges and universities through its "Right Pricing" approach, which includes working together to determine the true value of each lead.

The addition of LeadRelevance to the Tree.com family of sites creates new opportunities for growth within the education market, providing students and professionals with greater access to the information they need when reviewing program and degree options in higher and continuing education.

"Tree.com continues to grow in its ability to serve as a rich and comprehensive resource for consumers to make smart decisions and informed choices at every life stage," said Greg Hanson, Senior Vice President and General Manager of Tree.com. "The acquisition of LeadRelevance reinforces this mission, further strengthening our ability to offer trusted guidance in the realm of online education."

The announcement follows a series of growth announcements from Tree.com, including the recent acquisition of DoneRight! (R) to connect consumers with home improvement professionals, and the relaunch of LendingTree.com to offer personal guidance for financial decision-making and management.

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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