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LendingTree Wins Two Gold LeadsCouncil LEADER Awards

Selected as Best 3rd Party Lead Generator and Most Innovative Company in Mortgage

CHARLOTTE, N.C., March 3, 2016 /PRNewswire/ -- LendingTree®, the nation's leading online [loan marketplace](#), is pleased to announce that it has been awarded two highly coveted 2016 LeadsCouncil LEADER Awards in the mortgage category, maintaining the company's position as the premier lead generator in the lending industry. This marks the sixth consecutive year that LendingTree has been recognized by the LeadsCouncil community with the LEADER Awards.



Through LeadsCouncil's open voting process, LendingTree received the Gold award for Best 3rd Party Lead Generator and the Gold award for Most Innovative Company in the mortgage category. The awards recognize LendingTree's ongoing commitment to providing partners with world-class lead quality and product innovation to help grow their businesses.

"We're honored to once again be recognized by our peers and partners as the mortgage industry's most innovative partner," said Neil Salvage, CRO at LendingTree. "These awards further demonstrate LendingTree's unparalleled marketing, technology and account management capabilities which work in unison to fulfil our commitment of empowering both consumers and businesses."

The LEADER awards were presented by LeadsCouncil, which is the first independent industry organization dedicating itself to advancing online lead generation. The LEADER Awards program includes a process whereby all LeadsCouncil members vote on the companies that best fit the award categories.

About LeadsCouncil

As the largest independent industry organization focused on online lead generation, LeadsCouncil was created to promote best practices for online lead generation and customer acquisition, develop industry-specific research, and foster education and networking in the lead generation industry. Its members are comprised of consumer-facing organizations that buy leads, lead sellers and lead technology companies.

About LendingTree

LendingTree, LLC is the nation's leading online loan marketplace, empowering consumers as they comparison-shop across a full suite of loan and credit-based offerings. 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 32 million loan requests. LendingTree provides access to lenders offering home loans, personal loans, credit cards, student loans, business loans, home equity loans, auto loans and more. LendingTree, Inc. is headquartered in Charlotte, NC and maintains operations solely in the United States. For more information, please visit www.LendingTree.com. LendingTree, LLC is a subsidiary of LendingTree, Inc. 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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