



Tree.com Appoints Bruce Cook as Vice President, Business Development

CHARLOTTE, N.C., March 1, 2011 /PRNewswire/ -- Tree.com today announced that Bruce Cook has been named the vice president of business development for Tree.com and LendingTree, LLC. In this role, Mr. Cook will lead the development of new strategic initiatives and partnerships for all Tree.com verticals.

Mr. Cook has over 12 years of experience in the lead generation industry, with a strong track record of driving new business and customer acquisition through strategic partnerships and online consumer marketing. Prior to joining Tree.com, Mr. Cook served as managing director at ConsumerTrack, Inc. and director of business development at Experian / LowerMyBills.com.

"Bruce has deep experience in key Tree.com verticals including mortgage, insurance, and credit, to name a few," said LendingTree CEO, Doug Lebda. "I'm thrilled to have him as part of the Tree.com team. His experience in developing strategic relationships will help us identify and secure new partners and opportunities across the organization. For LendingTree specifically, Bruce will be instrumental in upcoming product innovation and continuing to improve our best-in-class lead quality and conversion."

About Tree.com, Inc.

Tree.com, Inc. (Nasdaq: TREE) is the parent of several brands and businesses that provide information, tools, advice, products and services for critical transactions in our customers' lives. Our family of brands includes: LendingTree.com®, GetSmart.com®, RealEstate.com®, DegreeTree.com(SM), HealthTree.com(SM), LendingTreeAutos.com, DoneRight.com, and InsuranceTree.com(SM). Together, these brands serve as an ally for consumers who are looking to comparison shop for loans, real estate and other services from multiple businesses and professionals who will compete for their business.

Tree.com, Inc. is the parent company of wholly owned operating subsidiaries: LendingTree, LLC and Home Loan Center, Inc.

Tree.com, Inc. is headquartered in Charlotte, N.C. and maintains operations solely in the United States. For more information, please visit www.tree.com.

MEDIA CONTACT:

Nicole Hall
(704) 943-8463
Nicole.hall@tree.com

SOURCE Tree.com, Inc.

News Provided by Acquire Media