



Tree.com Names Gabriel Dalporto as Chief Marketing Officer

CHARLOTTE, N.C., May 10, 2011 /PRNewswire/ -- Tree.com, Inc. (NASDAQ: TREE), today announced the appointment of Gabriel Dalporto as Chief Marketing Officer (CMO) of Tree.com and LendingTree, LLC. In this role, Mr. Dalporto will lead all corporate marketing activities, including brand strategy, online marketing, offline advertising, CRM, affinity and affiliate partnerships, social media, PR, analytics and LendingTree product.

"LendingTree is the strongest and most innovative online mortgage brand in the business. Adding Gabe to our team is a key move as we look to capitalize on this strength in order to both steal share in the lending vertical and leverage our marketing platform across industries," said Doug Lebda, Chairman and CEO of Tree.com. "Gabe brings a proven track record of scaling financial services marketing organizations and leveraging best in class digital, traditional and social media marketing techniques. His wealth of experience will help us firmly cement Tree.com and LendingTree as the preeminent consumer brands for all considered purchase decisions."

"I am extremely excited to join the Tree.com and LendingTree families. There is enormous opportunity in this business, and the leverage is unprecedented. My goal and challenge is to grow the industry's most sophisticated and capable marketing organization, along with innovating our best-in-class consumer experience," said Mr. Dalporto.

Mr. Dalporto brings 15 years of primarily marketing and financial services experience to the CMO role at Tree.com. He was most recently Chief Marketing and Strategy Officer of online brokerage Zecco Holdings, where he led integrated online and offline marketing, business development and PR. While at Zecco, Mr. Dalporto developed and launched the company's cutting edge financial social networking platform.

Prior to joining Zecco in 2007, Mr. Dalporto was VP of eMarketing and Customer Development at E*Trade Financial, where he was part of the senior marketing leadership team that re-ignited the company's growth following the dot-com bust. He has also served as VP of CRM Strategy and Customer Acquisition at JP Morgan Chase, leading CRM strategies across the company's retail divisions (credit card, home finance, auto finance and retail bank). Mr. Dalporto also has experience in database marketing, strategy consulting and nuclear engineering.

Mr. Dalporto earned a BS in nuclear engineering from the University of Florida and an MS in nuclear engineering from the Massachusetts Institute of Technology.

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.

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