



Tree.com Announces Acquisition of Home Improvement Professionals Directory Service, Done Right!®

Newly Acquired Site Provides Lead Generation for National and Local Contractors; Matches Consumers with Pre-Qualified Home Improvement Pros

July 1, 2009 – CHARLOTTE, NC – Tree.com today announced the acquisition of certain assets of Pasadena, CA-based [Done Right!](http://DoneRight.com)®, an online directory service providing trusted lead generation and marketing services for home improvement professionals across the country. As the newest service offering from Tree.com, Done Right! provides contractors and home improvement professionals with new, unprecedented access to millions of qualified consumers nationwide. As a part of Tree.com, Done Right! is poised for aggressive growth, looking to rapidly expand into new markets across the country, while also deepening its merchant base in existing markets.

Launched in 2005, Done Right! maintains [online home improvement professional service directories](#) across the nation with a focus on helping consumers find and hire the best contractors for their specific projects. Covering a wide range of home repair, remodeling and improvement specialties, all Done Right! service providers are highly pre-qualified, pre-screened, endorsed, and relentlessly reviewed.

The broad array of services Done Right! offers as well as their differentiated approach to screening their network of home service professionals will play an integral role in fueling Tree.com's growth into this new vertical. Done Right! will now be able to market its services to the considerable consumer base of the Tree.com brands, while quickly leveraging their access to additional marketing and technology resources to grow their own consumer acquisition strategy.

"The acquisition of Done Right! perfectly complements our mission of offering a trusted source of information that [enables consumers to make smart, well-informed decisions](#) based on expert guidance and personalized support across a wide variety of service offerings," said Greg Hanson, Senior Vice President and General Manager of Tree.com. "We're excited to enter this new market with its untapped opportunities for rapid growth, and we're on track to continue helping contractors both large and small expand like so many other providers in our network."

In a marketplace where choice is more important than ever, smart decisions are required – from the start. Tree.com is rapidly expanding to provide a wealth of offerings from insurance to education, to home improvement and more.

About Tree.com

Tree.com, Inc. (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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