



Thrive Joins Tree.com

CHARLOTTE, N.C., Feb. 4, 2009 (GLOBE NEWSWIRE) -- Today, Tree.com, Inc. (Nasdaq:TREE) announces the acquisition of assets of Thrive (www.justthrive.com) from Loudwater Labs, Inc. JustThrive.com is a free, easy-to-use Web site designed to help consumers monitor, manage and improve their financial health. With its patent-pending personal finance advisory engine, Thrive bridges the gap between currently available online money management tools and expensive face-to-face meetings with financial planners.

The purchase will expand Tree.com's offerings beyond home loans and real estate with its flagship brands LendingTree and RealEstate.com, and into a broader consumer personal finance experience. The addition of Thrive to the Tree.com family of brands and businesses will allow the company to combine its customer base with Thrive's unique and helpful personal finance offerings that allow consumers to get their finances in order, get on a budget, and get financial advice based on their own lifestyle and goals.

Tree.com Chairman and CEO Doug Lebda said, "The acquisition of Thrive is a perfect fit with the strategic vision of Tree.com. This is a great step for the company which moves us beyond home loans and real estate and into helping consumers organize their financial lives. For the last 10 years, millions of Americans have trusted us to fulfill their financial goals by helping them find and purchase a home, get or refinance a home loan, finance college education, or get a car loan. The addition of Thrive to our growing list of financial lifestyle offerings allows us to further help our customers make smart decisions from budgeting to saving for retirement and every major life decision in between."

Financial terms of this acquisition were not disclosed and are not expected to have a material impact on the consolidated financial position or results of operation of Tree.com, Inc. (Nasdaq:TREE).

About Tree.com, Inc.

Tree.com, Inc. (Nasdaq:TREE) is the parent of several brands and businesses in the financial services and real estate industries including LendingTree(r), LendingTree Loans(sm), GetSmart(r), Home Loan Center, RealEstate.com, iNest(r), and RealEstate.com, REALTORS(r). Together, they serve as an ally for consumers who are looking to comparison shop loans, real estate and other financial products from multiple businesses and professionals who compete for their business.

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.

The Tree.com, Inc. logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=5367>

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