



## **QuinStreet Announces Acquisition of ConsumerismCommentary.com**

### **QuinStreet Acquires Personal Finance Blog ConsumerismCommentary.com**

FOSTER CITY, Calif., Nov. 28, 2011 (GLOBE NEWSWIRE) -- QuinStreet, Inc. (Nasdaq:QNST), the leader in vertical marketing and media online, today announced the acquisition of ConsumerismCommentary.com. The website expands QuinStreet's portfolio of personal finance media properties designed to provide consumers with information to make the best financial decisions. Other properties include MoneyRates.com, HSH.com, Insure.com, Insurance.com, CardRatings.com, GetRichSlowly.org, and FiveCentNickel.com, many of which feature in Bing's new "Editors' Picks" section. QuinStreet's Insure.com and MoneyRates.com were named winners in the 2011 Web Marketing Association's annual WebAward Competition and GetRichSlowly.org was named a Best Blog of 2011 by TIME.com.

ConsumerismCommentary.com is a personal finance blog created in 2003 by Luke Landes as a means of holding himself accountable for the state and progress of his own finances. After completing his undergraduate studies, Landes found himself in a precarious situation financially. He started to track his finances publicly on ConsumerismCommentary.com to gain support and motivation from readers. Landes, who writes as "Flexo", is now firmly on his feet financially and his commentary is cited frequently in leading finance publications.

ConsumerismCommentary.com has established itself as a respected source of information and advice for consumers who want to take control of their personal finances. The blog has been cited by the Wall Street Journal and BusinessWeek Online, and was named among Yahoo's Ten Money Blogs Everyone Should Read. It has been recognized in Money Magazine's Best Web Sites and by Kiplinger's Personal Finance Magazine as a Must-Read Blog.

"Consumerism Commentary is an excellent addition to our finance portfolio," remarked Doug Valenti, QuinStreet CEO. "We remain committed to providing consumers with high quality, relevant information to help them make informed financial decisions. We are delighted that "Flexo", Luke Landes, will continue to lead and direct Consumerism Commentary."

"QuinStreet has an impressive list of personal finance websites already," said Luke Landes, founder and previous owner of ConsumerismCommentary.com. "The sale of ConsumerismCommentary.com opens the opportunity for me to work more closely with the best writers in personal finance with an organization that values editorial integrity. The resources QuinStreet brings to Consumerism Commentary will expand the website's reach and educate more consumers to become financially literate, capable and successful human beings by sharing educational, entertaining, and engaging writing. That was and continues to be the mission of Consumerism Commentary."

The transaction closed on October 24.

### **About QuinStreet**

QuinStreet, Inc. (Nasdaq:QNST) is one of the largest Internet marketing and media companies in the world. QuinStreet is committed to providing consumers and businesses with the information they need to research, find and select the products, services and brands that meet their needs. The company is a leader in visitor-friendly marketing practices. For more information, please visit [QuinStreet.com](http://QuinStreet.com).

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