

CNNMoney.com

September 11th, 2007

Pronto.com Becomes First Comparison Shopping Service to Offer 'Social Shopping' Features to Help People Make Informed Buying Decisions

Web's Fastest Growing Comparison Shopping Site Launches Community Features That Allow Users to Rate Products, Create Profiles and Share Knowledge

<http://money.cnn.com/news/newsfeeds/articles/prnewswire/AQTU08511092007-1.htm>

NEW YORK, Sept. 11 /PRNewswire/ -- Pronto.com(TM), an Operating Business of IAC/InterActiveCorp , today announced that it is the first comparison shopping site to enter the "social shopping" space with the launch of new community features that allow users to rate products, interact with other users, write reviews and gain insight from trusted peers and other like-minded shoppers.

Already the Web's fastest growing comparison shopping site with over 3.1 million unique monthly U.S. users, according to comScore, Pronto.com is changing the online shopping model by becoming the first to fuse comparison shopping with a full range of social features to help people make smarter buying decisions.

Built on the Web's largest product index and propriety crawl technology, Pronto.com already provides consumers with access to over 70 million products from over 65,000 online retailers directly on its Web site. With the launch of new social tools, Pronto.com has become the only comparison engine that helps shoppers weed through all of these product choices by allowing users to express themselves through the products they like, want and own, therefore helping others make better, more informed shopping decisions.

"Traditional comparison shopping engines provide advice on WHERE to buy products, but do little to help users decide WHAT to buy. At the same time, existing social shopping sites fall short by relying on users to gather products from across the web for them -- which dramatically reduces the number of products available to the community," says Dan Marriott, CEO of Pronto.com. "The new Pronto.com combines the best of social software and product search into an online shopping community that has not existed until today so consumers can visit one destination for the most fully informed shopping experience."

Pronto.com's new social shopping functionality includes:

- User Profiles -- Users can create personal profiles consisting of their favorite products, brands and stores as well as personal pictures and answers to profile questions.

- Brand and Store Level "Likes" -- Users can express their interest in particular brands and stores in addition to their favorite products, providing other shoppers greater insight into their tastes and style.
- Lists of Top Liked Products -- Users can quickly see the most popular products in a category based on the number of people who noted that they "Like" the product.
- Social Networking -- Registered users on Pronto.com can invite their friends to join their personal network so that they can share knowledge and opinions on products.
- Peer-to-Peer Messaging -- Users can communicate with each other via private messages to discuss products, brands and stores.
- Local Filtering -- Users can track the hottest trends in their city by searching the most "Liked" products by region.

About Pronto.com

Pronto.com (<http://www.pronto.com>) is the Web's most comprehensive social shopping engine. Thanks to patent pending Web search technology, Pronto.com's product index contains over 70 million products from over 65,000 online merchants, which is five times the merchants of most leading comparison-shopping engines. Named as "Best Online Price Comparison Site" by Kiplinger's, Pronto.com has a team of experts in technology, Web search, consumer products, and social media working to create a world-class social shopping experience. Pronto.com is a wholly owned subsidiary of IAC/InterActiveCorp , which operates Ask.com, Citysearch, HSN, LendingTree, Match.com, Ticketmaster and more.

About IAC

IAC operates leading and diversified businesses in sectors being transformed by the internet, online and offline... our mission is to harness the power of interactivity to make daily life easier and more productive for people all over the world. To view a full list of the companies of IAC please visit our website at <http://www.iac.com>

Pronto.com Public Relations, Press Only:

media@pronto.com

Kendra Thornton
773-525-6110

Brandon Warburton
212-915-3849