

**eMediaWire**

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**ToolKing.com Partners with Shopping Comparison Site: Pronto.com**

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*ToolKing.com announced today that they have partnered with the premier shopping comparison site Pronto.com. ToolKing.com currently partners with 13 shopping comparison sites and plans to extend this number to 20 by the end of 2007.*

Lakewood, Colorado (PRWeb) January 23, 2007 -- ToolKing.com, a distributor of consumer, professional, and industrial tools announced today that they have listed 11,000 products on the premier shopping comparison site Pronto.com™. Pronto.com lists over 55 million products and searches the Web to offer consumers the most competitive prices from tens of thousands of qualified merchants.

Pronto.com includes five times more merchants than most leading shopping search companies, according to their research, making them one of the most comprehensive product-search portals. Pronto.com's proprietary hosted search index lists every price it can find on products from over 60,000 merchants, and even includes merchants who are non-paying.

"We are very impressed with the immediate success of Pronto.com, as well as with their unique business model. We expect to make a lot of sales through their site," said Managing Partner, Don Cohen.

Pronto.com is an operating business of IAC, which includes other powerful Internet brands such as Ask.com, Citysearch, Match.com, Ticketmaster and more, and has a worldwide online audience of 229 million (September 2006, comScore).

To date, ToolKing.com has partnerships with 13 shopping comparison sites and plans to extend this number to 20 by the end of 2007. "Shopping comparison sites allow us to directly show tool users that we offer the most competitive prices on the market and they are an integral contributor to our bottom line," explained Cohen.

**About ToolKing.com**

Since 1978, Tool King has made a name for itself by offering lower prices on tools and machinery, while providing a better level of service than the competition. Launched in 2001, ToolKing.com continues to offers these advantages, and provides innovative features that help customers choose the best product for their needs, and get more use out of their tools. Internet Retailer has recognized Tool King as a Top 50 website and a Top 5 Home Improvement Website. For more Information, contact Don Cohen at 303-963-4515 or visit <http://www.toolking.com>.

### **About Pronto.com**

Pronto.com ([www.pronto.com](http://www.pronto.com)) made its consumer debut online in November 2006 as the Web's most comprehensive comparison-shopping engine. Thanks to patent pending Web search technology, Pronto.com's proprietary hosted search index contains over 55 million products from over 60,000 online merchants, which is five times the merchants of most leading comparison-shopping engines. Recently named as "Best Online Price Comparison Site" by Kiplinger's and selected by FireFox as one of their recommended add-ons, Pronto.com has a team of experts in technology, Web search and consumer products working to create a world-class shopping search experience. Pronto.com is a wholly owned subsidiary of IAC (NASDAQ: IACI), which operates Ask.com, Citysearch, HSN, LendingTree, Match.com, Ticketmaster and more and has a worldwide online audience of 229 million (September 2006, comScore).

### **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://iac.com>.