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## **CreditCards.com Provides Credit Card Search Engine to Internet Broadcasting Web Sites**

AUSTIN, TX, August 14, 2007 (BUSINESSWIRE) – CreditCards.com announced today an agreement to provide its credit card search engine and consumer-oriented news features to Internet Broadcasting, the nation’s largest publisher of TV station Web sites. The search engine, containing hundreds of card offers updated daily, will provide Internet Broadcasting’s broadcast partner Web sites with a means to compare credit cards in order to obtain the best deal.

Under the agreement, a CreditCards.com rate table with the average rates for major credit card categories will be placed on various Internet Broadcasting partner Web sites. Site visitors will gain access to the card search engine by clicking the rate table. The search engine will be bolstered by CreditCards.com news features designed to help consumers make informed choices about their card usage.

“One of our key objectives is always to help consumers obtain the card that best suits their needs,” said Elisabeth DeMarse, CEO of CreditCards.com. “We are pleased to bring our personal finance tools and coverage to important TV station Web sites in partnership with Internet Broadcasting.”

“We take great pride in providing our Web site viewers with locally relevant news and information that affects their daily lives,” said Erik Greenberger, business development director for Internet Broadcasting. “This relationship with CreditCards.com enables us to provide our site visitors with the necessary tools and information to make informed decisions about which credit card offers—or cards—make the most sense for them.”

The CreditCards.com rate tables, search engine access, and news features have already begun to appear in the business sections and related areas of various Internet Broadcasting partner Web sites.

### **About CreditCards.com**

CreditCards.com is a leading online credit card marketplace, bringing consumers and credit card issuers together. At its free website, [www.creditcards.com](http://www.creditcards.com), consumers can compare hundreds of credit card offers from the nation's leading issuers and banks, and apply securely online. CreditCards.com is also a destination site for consumers wanting to learn more about credit cards; offering advice, news, features, statistics and tools - all designed to help consumers make smart choices about credit cards. In 2006, over 12 million unique visitors used CreditCards.com to search for their next credit card.

### **About Internet Broadcasting**

Established in 1996, Internet Broadcasting is the nation's largest publisher of local news online. The Company publishes more than 70 TV station Web sites as part of

partnerships with Hearst-Argyle Television, Post-Newsweek Stations, McGraw-Hill Broadcasting, NBC, Cox Television, and Meredith Broadcasting. The Company also has a strategic advertising and content alliance with CNN.com. Advertising sales opportunities are available on a market-by-market, regional, or national basis across its advertising network. Internet Broadcasting is headquartered in Minneapolis-St. Paul with offices in New York, Chicago, San Francisco, and Atlanta. For more information, visit [www.ibsys.com](http://www.ibsys.com).

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