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October 17, 2007

NameMedia Acquires Photo.net



Waltham, MA, Oct. 16, 2007. [NameMedia](#), a leader in developing premium online communities, announced today the acquisition of [Photo.net](#), a community site for photography enthusiasts with more than 600,000 registered users.

The Photo.net gallery boasts more than 2.5 million high quality user-uploaded images.

Photo.net, an online community for photographers to connect and discuss photography, explore galleries, share photographs, and learn more about the art of photography, was founded in 1993 as Philip Greenspun's personal home page at MIT. Every day, Photo.net users post thousands of images, forum responses, photo critiques, classified ads, photo ratings, and comments to the site.

As an established community, Photo.net complements NameMedia's Photography.com site. Both sites seek to engage users that are passionate about photography by enabling them to connect with each other, discuss photography, explore galleries, share photos, read in-depth articles and product reviews and shop for photographic equipment.

"This acquisition is another example of our strategy at work," said Jeff Bennett, President and COO of NameMedia. "Starting with our category-leading domain name like Photography.com and adding a rich online community like Photo.net, we now have a leading position in this large and growing market and are extending our network of leading online enthusiast communities that rely on our social networking platform, deliver a rich experience for users and offer a compelling source of leads for marketers."

About NameMedia

NameMedia is a leader in the acquisition, development and trading of digital real estate through a network of highly targeted websites and a marketplace for premium domain names. The company's website development focuses on creating compelling online communities in niche categories. The company's marketplace allows owners of premium domain names to list their domain properties for sale, and for domain buyers to review the largest available inventory.

Through its ownership of one of the largest domain portfolios in the world, its innovative website development platform, and its broad distribution, NameMedia now serves more than 60 million visitors to its network of websites and sells domains to customers in more than 100 countries.

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