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CREDITCARDS.COM LAUNCHES MOBILE SITE TO SERVE SMARTPHONE MARKET

New York, NY – May 19, 2011 – Bankrate, Inc.’s CreditCards.com, the Internet’s leading credit card comparison and information Website, launched a mobile-device optimized site today to enhance the user experience for those using Web-enabled cell phones and smartphones.

The mobile site displays major credit card categories, the most popular cards in each category and several convenient application options, including, tap to call via toll-free number, link to an online credit application or an option to email the application to the consumer for later completion and submission. “While the full Website is functional on a Web-enabled mobile device, the new site will greatly enhance the ease of comparison, selection and application of credit cards on a smartphone,” said Vandana Nayak, CreditCards.com’s Director of Product Management. “Having a fully optimized mobile site designed for search, comparison and application process on the small screen is a unique capability within the credit card space and will render the process as seamless as if using a laptop or desktop computer,” added Ms. Nayak.

When a user accesses the CreditCards.com Website using a smartphone or a Web-enabled mobile device, the Website automatically detects the device and delivers an experience optimized for the mobile device.

“We are incredibly excited about the launch of our mobile site,” said Jody Farmer, CreditCard.com’s Vice President of Strategic Marketing. “The percentage of our traffic that comes from mobile devices has been growing steadily in the past few months and we look forward to providing our customers with an optimal experience,” Farmer added.

The CreditCards.com mobile site can be accessed through the following URL:
<http://m.creditcards.com>.

About CreditCards.com

CreditCards.com is the leading online credit card marketplace connecting consumers with multiple credit card issuers, including a majority of the 10 largest in the United States, based on credit card transaction volume. CreditCards.com, <http://www.creditcards.com>, enables consumers to search for, compare and apply for credit cards and offers credit card issuers an online channel to acquire qualified applicants.

About Bankrate, Inc.

The Bankrate network of companies includes Bankrate.com, Interest.com, Mortgage-calc.com, Nationwide Card Services, Savingforcollege.com, Fee Disclosure, InsureMe, CreditCardGuide.com, Bankaholic, CreditCards.com and NetQuote. Each of these businesses helps consumers to make informed decisions about their personal finance matters. The company's flagship brand, Bankrate.com is a destination site of personal finance channels, including banking, investing, taxes, debt management and college finance. Bankrate.com is the leading aggregator of rates and other information on more than 300 financial products, including mortgages, credit cards, new and used auto loans, money market accounts and CDs, checking and ATM fees, home equity loans and online banking fees. Bankrate.com reviews more than 4,800 financial institutions in 575 markets in 50 states. Bankrate.com provides financial applications and information to a network of more than 75 partners, including Yahoo! (Nasdaq: YHOO), America Online (NYSE: AOL), *The Wall Street Journal* and *The New York Times* (NYSE: NYT). Bankrate.com's information is also distributed through more than 500 newspapers. Bankrate, Inc. was acquired by Apax Partners, one of the world's leading private equity investment groups, in September 2009. Apax operates across the United States, Europe and Asia and has more than 30 years of investing experience. For more information on Apax, visit: www.Apax.com.

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