

**Reconciliation of GAAP to Non-GAAP Measures**  
**For the Three and Twelve Months Ended December 31, 2011 and 2010**  
(unaudited, in thousands)

	Three Months Ended December 31,		Twelve Months Ended December 31,	
	2011	2010	2011	2010
Revenue:	\$ 71,141	\$ 54,059	\$ 257,979	\$ 188,274
Acquisition-related deferred revenue adjustment	186	-	706	-
Non-GAAP revenue	<u>\$ 71,327</u>	<u>\$ 54,059</u>	<u>\$ 258,685</u>	<u>\$ 188,274</u>

	Three Months Ended December 31,		Twelve Months Ended December 31,	
	2011	2010	2011	2010
Adjusted Gross Profit:				
Gross profit	\$ 43,502	\$ 31,610	\$ 152,262	\$ 109,230
Acquisition-related deferred revenue adjustment	186	-	706	-
Depreciation	1,615	1,408	6,052	5,355
Amortization of intangible assets	2,272	2,047	9,002	7,012
Stock-based compensation expense	586	226	1,655	633
Adjusted gross profit	<u>\$ 48,161</u>	<u>\$ 35,291</u>	<u>\$ 169,677</u>	<u>\$ 122,230</u>
Adjusted gross profit	67.5%	65.3%	65.6%	64.9%

	Three Months Ended December 31,		Twelve Months Ended December 31,	
	2011	2010	2011	2010
Adjusted EBITDA:				
Net income (loss)	\$ 241	\$ (186)	\$ (1,231)	\$ 67
Acquisition-related deferred revenue adjustment	186	-	706	-
Depreciation, asset impairment and loss on sale of asset	2,969	2,714	11,539	10,371
Amortization of intangible assets	4,720	3,419	18,006	10,675
Interest expense, net	669	751	2,868	5,510
Income tax expense (benefit)	405	555	(210)	719
Litigation-related expense	337	-	1,298	-
Stock-based compensation expense	6,388	3,595	22,618	7,340
Acquisition-related (income) expense	(334)	168	865	621
Adjusted EBITDA	<u>\$ 15,581</u>	<u>\$ 11,016</u>	<u>\$ 56,459</u>	<u>\$ 35,303</u>
Adjusted EBITDA Margin	21.8%	20.4%	21.8%	18.8%

	Three Months Ended December 31,		Twelve Months Ended December 31,	
	2011	2010	2011	2010
Non-GAAP Total Product Development:				
Product Development	\$ 12,478	\$ 10,491	\$ 44,561	\$ 36,922
Less: Amortization of intangible assets	-	-	-	-
Stock-based compensation expense	1,251	904	4,594	2,568
Non-GAAP Total Product Development:	<u>\$ 11,227</u>	<u>\$ 9,587</u>	<u>\$ 39,967</u>	<u>\$ 34,354</u>
Non-GAAP Total Product Development as % of Revenue:	15.7%	17.7%	15.5%	18.2%

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(unaudited, in thousands)

	<b>Three Months Ended December 31,</b>		<b>Twelve Months Ended December 31,</b>	
	<b>2011</b>	<b>2010</b>	<b>2011</b>	<b>2010</b>
Non-GAAP Total Sales and Marketing:				
Sales and Marketing	\$ 18,931	\$ 11,900	\$ 63,923	\$ 37,693
Less: Amortization of intangible assets	2,448	1,372	9,004	3,663
Stock-based compensation expense	3,224	1,952	12,017	2,493
Non-GAAP Total Sales and Marketing:	<u>\$ 13,259</u>	<u>\$ 8,576</u>	<u>\$ 42,902</u>	<u>\$ 31,537</u>
Non-GAAP Total Sales and Marketing as % of Revenue:	18.6%	15.9%	16.6%	16.8%
Non-GAAP Total General and Administrative:				
General and Administrative	\$ 10,778	\$ 8,098	\$ 41,968	\$ 28,328
Less: Acquisition-related (income) expense	(334)	168	865	621
Stock-based compensation expense	1,327	513	4,352	1,646
Litigation related expense	337	-	1,298	-
Non-GAAP Total General and Administrative:	<u>\$ 9,448</u>	<u>\$ 7,417</u>	<u>\$ 35,453</u>	<u>\$ 26,061</u>
Non-GAAP Total General and Administrative as % of Revenue:	13.2%	13.7%	13.7%	13.8%
Non-GAAP Total Operating Expenses:				
Operating Expenses	\$ 42,187	\$ 30,489	\$ 150,452	\$ 102,943
Less: Amortization of intangible assets	2,448	1,372	9,004	3,663
Acquisition-related (income) expense	(334)	168	865	621
Stock-based compensation expense	5,802	3,369	20,963	6,707
Litigation related expense	337	-	1,298	-
Non-GAAP Total Operating Expenses:	<u>\$ 33,934</u>	<u>\$ 25,580</u>	<u>\$ 118,322</u>	<u>\$ 91,952</u>
Non-GAAP Total Operating Expenses as % of Revenue:	47.6%	47.3%	45.7%	48.8%
Non-GAAP Operating Income:				
Operating income	\$ 1,315	\$ 1,121	\$ 1,810	\$ 6,287
Acquisition-related deferred revenue adjustment	186	-	706	-
Amortization of intangible assets	4,720	3,419	18,006	10,675
Stock-based compensation expense	6,388	3,595	22,618	7,340
Acquisition-related (income) expense	(334)	168	865	621
Litigation related expense	337	-	1,298	-
Non-GAAP operating income	<u>\$ 12,612</u>	<u>\$ 8,303</u>	<u>\$ 45,303</u>	<u>\$ 24,923</u>
Non-GAAP operating margin	17.7%	15.4%	17.5%	13.2%

**Reconciliation of GAAP to Non-GAAP Measures**  
**For the Three and Twelve Months Ended December 31, 2011 and 2010**  
(unaudited, in thousands, except per share data)

	Three Months Ended December 31,		Twelve Months Ended December 31,	
	2011	2010	2011	2010
<b>Non-GAAP Net Income:</b>				
Net income (loss)	\$ 241	\$ (186)	\$ (1,231)	\$ 67
Acquisition-related deferred revenue adjustment	186	-	706	-
Amortization of intangible assets	4,720	3,419	18,006	10,675
Stock-based compensation expense	6,388	3,595	22,618	7,340
Accelerated interest expense related to preferred notes payable	-	-	-	530
Acquisition-related (income) expense	(334)	168	865	621
Litigation related expense	337	-	1,298	-
Loss on sale of assets	-	-	398	-
Subtotal of tax deductible items	<u>11,297</u>	<u>7,182</u>	<u>43,891</u>	<u>19,166</u>
Tax impact of tax deductible items <sup>(1)</sup>	(4,519)	(2,873)	(17,556)	(7,666)
Tax expense resulting from applying effective tax rate <sup>(2)</sup>	<u>147</u>	<u>407</u>	<u>366</u>	<u>405</u>
Non-GAAP net income	\$ 7,166	\$ 4,530	\$ 25,470	\$ 11,972
Non-GAAP net income per share - diluted	\$ 0.10	\$ 0.07	\$ 0.36	\$ 0.20
Weighted average shares - diluted	72,287	63,059	68,480	39,737
Conversion of redeemable convertible preferred stock <sup>(3)</sup>	-	-	-	18,221
Weighted average effect of dilutive securities	<u>-</u>	<u>4,602</u>	<u>3,181</u>	<u>2,863</u>
Non-GAAP weighted average shares - diluted	<u>72,287</u>	<u>67,661</u>	<u>71,661</u>	<u>60,821</u>

<sup>(1)</sup> Reflects the removal of the tax benefit associated with the amortization of intangible assets, stock-based compensation expense, acquisition-related deferred revenue adjustment and acquisition-related expense.

<sup>(2)</sup> Represents adjusting to a normalized effective tax rate of 40%.

<sup>(3)</sup> Represents common shares from the conversion of redeemable convertible preferred shares as if the shares were converted as of the beginning of the indicated period.

	Three Months Ended December 31,		Twelve Months Ended December 31,	
	2011	2010	2011	2010
<b>Annualized on demand revenue per average on demand unit:</b>				
On demand revenue	\$ 66,695	\$ 49,285	\$ 239,436	\$ 169,678
Acquisition-related deferred revenue adjustment	186	-	706	-
Non-GAAP on demand revenue	<u>\$ 66,881</u>	<u>\$ 49,285</u>	<u>\$ 240,142</u>	<u>\$ 169,678</u>
Ending on demand units	7,302	6,066	7,302	6,066
Average on demand units	7,188	5,817	6,574	5,249
Annualized on demand revenue per average on demand unit	<u>\$ 37.22</u>	<u>\$ 33.89</u>	<u>\$ 36.53</u>	<u>\$ 32.33</u>
Annual value of on demand revenue <sup>(1)</sup>	\$ 271,780	\$ 205,577		

<sup>(1)</sup> This metric represents management's estimate for the current annual run-rate value of on demand customer relationships. This metric is calculated by multiplying ending on demand units times annualized on demand revenue per average on demand unit for the periods presented.