

Reconciliation of GAAP to Non-GAAP Measures
For the Three and Nine Months Ended September 30, 2011 and 2010
(unaudited, in thousands)

	Three Months Ended September 30,		Nine Months Ended September 30,	
	2011	2010	2011	2010
Revenue:	\$ 67,655	\$ 48,028	\$ 186,838	\$ 134,215
Acquisition-related deferred revenue adjustment	276	-	520	-
Non-GAAP revenue	<u>\$ 67,931</u>	<u>\$ 48,028</u>	<u>\$ 187,358</u>	<u>\$ 134,215</u>

	Three Months Ended September 30,		Nine Months Ended September 30,	
	2011	2010	2011	2010
Adjusted Gross Profit:				
Gross profit	\$ 40,070	\$ 27,825	\$ 108,760	\$ 77,620
Acquisition-related deferred revenue adjustment	276	-	520	-
Depreciation	1,428	1,328	4,437	3,947
Amortization of intangible assets	2,323	1,980	6,730	4,965
Stock-based compensation expense	459	140	1,999	407
Adjusted gross profit	<u>\$ 44,556</u>	<u>\$ 31,273</u>	<u>\$ 121,516</u>	<u>\$ 86,939</u>
Adjusted gross profit	65.6%	65.1%	64.9%	64.8%

	Three Months Ended September 30,		Nine Months Ended September 30,	
	2011	2010	2011	2010
Adjusted EBITDA:				
Net (loss) income	\$ (1,106)	\$ 292	\$ (1,472)	\$ 253
Acquisition-related deferred revenue adjustment	276	-	520	-
Depreciation, asset impairment and loss on sale of asset	2,696	2,606	8,570	7,657
Amortization of intangible assets	4,749	2,760	13,286	7,256
Interest expense, net	684	1,623	2,199	4,759
Income tax expense (benefit)	(266)	187	(615)	164
Litigation-related expense	605	-	961	-
Stock-based compensation expense	6,408	1,359	16,230	3,745
Acquisition-related expense	969	60	1,199	453
Adjusted EBITDA	<u>\$ 15,015</u>	<u>\$ 9,087</u>	<u>\$ 40,873</u>	<u>\$ 24,287</u>
Adjusted EBITDA Margin	22.1%	18.9%	21.8%	18.1%

	Three Months Ended September 30,		Nine Months Ended September 30,	
	2011	2010	2011	2010
Non-GAAP Total Product Development:				
Product Development	\$ 11,230	\$ 9,127	\$ 32,083	\$ 26,431
Less: Stock-based compensation expense	1,258	627	3,343	1,664
Non-GAAP Total Product Development:	<u>\$ 9,972</u>	<u>\$ 8,500</u>	<u>\$ 28,740</u>	<u>\$ 24,767</u>
Non-GAAP Total Product Development as % of Revenue:	14.7%	17.7%	15.3%	18.5%

	Three Months Ended September 30,		Nine Months Ended September 30,	
	2011	2010	2011	2010
Non-GAAP Total Sales and Marketing:				
Sales and Marketing	\$ 17,688	\$ 9,428	\$ 44,992	\$ 25,793
Less: Amortization of intangible assets	2,426	780	6,556	2,291
Stock-based compensation expense	3,433	201	8,793	541
Non-GAAP Total Sales and Marketing:	<u>\$ 11,829</u>	<u>\$ 8,447</u>	<u>\$ 29,643</u>	<u>\$ 22,961</u>
Non-GAAP Total Sales and Marketing as % of Revenue:	17.4%	17.6%	15.8%	17.1%

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(unaudited, in thousands)

	Three Months Ended September 30,		Nine Months Ended September 30,	
	2011	2010	2011	2010
Non-GAAP Total General and Administrative:				
General and Administrative	\$ 11,840	\$ 6,969	\$ 31,190	\$ 20,230
Less: Acquisition-related expense	969	60	1,199	453
Stock-based compensation expense	1,258	391	3,025	1,133
Litigation related expense	605	-	961	-
Non-GAAP Total General and Administrative:	<u>\$ 9,008</u>	<u>\$ 6,518</u>	<u>\$ 26,005</u>	<u>\$ 18,644</u>
Non-GAAP Total General and Administrative as % of Revenue:	13.3%	13.6%	13.9%	13.9%

	Three Months Ended September 30,		Nine Months Ended September 30,	
	2011	2010	2011	2010
Non-GAAP Total Operating Expenses:				
Operating Expenses	\$ 40,758	\$ 25,524	\$ 108,265	\$ 72,454
Less: Amortization of intangible assets	2,426	780	6,556	2,291
Acquisition-related expense	969	60	1,199	453
Stock-based compensation expense	5,949	1,219	15,161	3,338
Litigation related expense	605	-	961	-
Non-GAAP Total Operating Expenses:	<u>\$ 30,809</u>	<u>\$ 23,465</u>	<u>\$ 84,388</u>	<u>\$ 66,372</u>
Non-GAAP Total Operating Expenses as % of Revenue:	45.4%	48.9%	45.0%	49.5%

	Three Months Ended September 30,		Nine Months Ended September 30,	
	2011	2010	2011	2010
Non-GAAP Operating Income:				
Operating (loss) income	\$ (688)	\$ 2,301	\$ 495	\$ 5,166
Acquisition-related deferred revenue adjustment	276	-	520	-
Amortization of intangible assets	4,749	2,760	13,286	7,256
Stock-based compensation expense	6,408	1,359	16,230	3,745
Acquisition-related expense	969	60	1,199	453
Litigation related expense	605	-	961	-
Non-GAAP operating income	<u>\$ 12,319</u>	<u>\$ 6,480</u>	<u>\$ 32,691</u>	<u>\$ 16,620</u>
Non-GAAP operating margin	18.1%	13.5%	17.4%	12.4%

Reconciliation of GAAP to Non-GAAP Measures
For the Three and Nine Months Ended September 30, 2011 and 2010
(unaudited, in thousands, except per share data)

	Three Months Ended September 30,		Nine Months Ended September 30,	
	2011	2010	2011	2010
Non-GAAP Net Income:				
Net (loss) income	\$ (1,106)	\$ 292	\$ (1,472)	\$ 253
Acquisition-related deferred revenue adjustment	276	-	520	-
Amortization of intangible assets	4,749	2,760	13,286	7,256
Stock-based compensation expense	6,408	1,359	16,230	3,745
Accelerated interest expense related to preferred notes payable	-	530	-	530
Acquisition-related expense	969	60	1,199	453
Litigation related expense	605	-	961	-
Loss on sale of assets	1	-	388	-
Subtotal of tax deductible items	<u>13,008</u>	<u>4,709</u>	<u>32,594</u>	<u>11,984</u>
Tax impact of tax deductible items ⁽¹⁾	(5,203)	(1,884)	(13,038)	(4,794)
Tax expense resulting from applying effective tax rate ⁽²⁾	283	(5)	220	(3)
Non-GAAP net income	<u>\$ 6,982</u>	<u>\$ 3,112</u>	<u>\$ 18,304</u>	<u>\$ 7,440</u>
Non-GAAP net income per share - diluted	\$ 0.10	\$ 0.04	\$ 0.26	\$ 0.12
Weighted average shares - diluted	68,792	43,636	68,096	31,878
Conversion of redeemable convertible preferred stock ⁽³⁾	-	29,044	-	29,044
Weighted average effect of dilutive securities	<u>3,025</u>	<u>3,477</u>	<u>3,363</u>	<u>2,037</u>
Non-GAAP weighted average shares - diluted	<u>71,817</u>	<u>76,157</u>	<u>71,459</u>	<u>62,959</u>

⁽¹⁾ 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.

⁽²⁾ Represents adjusting to a normalized effective tax rate of 40%.

⁽³⁾ 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 September 30,		Nine Months Ended September 30,	
	2011	2010	2011	2010
Annualized on demand revenue per average on demand unit:				
On demand revenue	\$ 62,765	\$ 43,097	\$ 172,741	\$ 120,393
Acquisition-related deferred revenue adjustment	276	-	520	-
Non-GAAP on demand revenue	<u>\$ 63,041</u>	<u>\$ 43,097</u>	<u>\$ 173,261</u>	<u>\$ 120,393</u>
Ending on demand units	7,074	5,567	7,074	5,567
Average on demand units	<u>6,727</u>	<u>5,387</u>	<u>6,370</u>	<u>5,059</u>
Annualized on demand revenue per average on demand unit	<u>\$ 37.49</u>	<u>\$ 32.00</u>	<u>\$ 36.27</u>	<u>\$ 31.73</u>
Annual value of on demand revenue ⁽¹⁾	\$ 265,204	\$ 178,144		

⁽¹⁾ 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.