

Reconciliation of GAAP to Non-GAAP Measures
For the Three and Twelve Months Ended December 31, 2010 and 2009
(unaudited, in thousands)

	Three Months Ended December 31,		Twelve Months Ended December 31,	
	2010	2009	2010	2009
Adjusted Gross Profit:				
Gross profit	\$ 31,610	\$ 22,428	\$ 109,230	\$ 82,389
Depreciation	1,408	1,125	5,355	4,521
Amortization of intangible assets	2,047	1,072	7,012	2,732
Stock-based compensation expense	226	112	633	367
Adjusted gross profit	<u>\$ 35,291</u>	<u>\$ 24,737</u>	<u>\$ 122,230</u>	<u>\$ 90,009</u>
Adjusted gross margin	65.3%	64.9%	64.9%	63.9%
Adjusted EBITDA:				
Net income	\$ (186)	\$ 25,716	\$ 67	\$ 28,429
Depreciation and asset impairment	2,714	2,299	10,371	9,231
Amortization of intangible assets	3,419	1,821	10,675	5,784
Interest expense, net	751	1,422	5,510	4,528
Income tax expense	555	(26,246)	719	(26,028)
Stock-based compensation expense	3,595	901	7,340	2,805
Acquisition-related expense	168	824	621	844
Adjusted EBITDA	<u>\$ 11,010</u>	<u>\$ 6,737</u>	<u>\$ 35,303</u>	<u>\$ 25,593</u>
Adjusted EBITDA Margin	20.4%	17.7%	18.8%	18.2%
Non-GAAP Total Product Development:				
Expenses:	\$ 10,491	\$ 7,173	\$ 36,922	\$ 27,446
Less: Amortization of intangible assets	-	-	-	-
Stock-based compensation expense	904	400	2,568	1,175
Non-GAAP Total Product Development:	<u>\$ 9,587</u>	<u>\$ 6,773</u>	<u>\$ 34,354</u>	<u>\$ 26,271</u>
Non-GAAP Total Product Development as % of Revenue:	17.7%	17.8%	18.2%	18.6%
Non-GAAP Total Sales and Marketing:				
Expenses:	\$ 11,900	\$ 7,428	\$ 37,693	\$ 27,804
Less: Amortization of intangible assets	1,372	749	3,663	3,052
Stock-based compensation expense	1,952	148	2,493	498
Non-GAAP Total Sales and Marketing:	<u>\$ 8,576</u>	<u>\$ 6,531</u>	<u>\$ 31,537</u>	<u>\$ 24,254</u>
Non-GAAP Total Sales and Marketing as % of Revenue:	15.9%	17.1%	16.8%	17.2%
Non-GAAP Total General and Administrative:				
Operating Expenses:	\$ 8,098	\$ 6,935	\$ 28,328	\$ 20,210
Less: Acquisition-related expense	168	824	621	844
Stock-based compensation expense	513	241	1,646	765
Non-GAAP Total General and Administrative:	<u>\$ 7,417</u>	<u>\$ 5,870</u>	<u>\$ 26,061</u>	<u>\$ 18,601</u>
Non-GAAP Total General and Administrative as % of Revenue:	13.7%	15.4%	13.8%	13.2%

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	Three Months Ended December 31,		Twelve Months Ended December 31,	
	2010	2009	2010	2009
Non-GAAP Total Operating Expenses:				
Operating Expenses:	\$ 30,489	\$ 21,536	\$ 102,943	\$ 75,460
Less: Amortization of intangible assets	1,372	749	3,663	3,052
Acquisition-related expense	168	824	621	844
Stock-based compensation expense	3,369	789	6,707	2,438
Non-GAAP Total Operating Expenses:	<u>\$ 25,580</u>	<u>\$ 19,174</u>	<u>\$ 91,952</u>	<u>\$ 69,126</u>
Non-GAAP Total Operating Expenses as % of Revenue:	47.3%	50.3%	48.8%	49.1%
Non-GAAP Operating Income:				
Operating income	\$ 1,121	\$ 892	\$ 6,287	\$ 6,929
Amortization of intangible assets	3,419	1,821	10,675	5,784
Stock-based compensation expense	3,595	901	7,340	2,805
Acquisition-related expense	168	824	621	844
Non-GAAP operating income	<u>\$ 8,303</u>	<u>\$ 4,438</u>	<u>\$ 24,923</u>	<u>\$ 16,362</u>
Non-GAAP operating margin	15.4%	11.6%	13.2%	11.6%
Non-GAAP Net Income:				
Net (loss) income	\$ (186)	\$ 25,716	\$ 67	\$ 28,429
Amortization of intangible assets	3,419	1,821	10,675	5,784
Stock-based compensation expense	3,595	901	7,340	2,805
Accelerated interest expense related to preferred notes payable	-	-	530	-
Acquisition-related expense	168	824	621	844
Subtotal of tax deductible items	7,182	3,546	19,166	9,433
Tax impact of tax deductible items ⁽¹⁾	(2,873)	(1,419)	(7,666)	(3,773)
Tax expense resulting from applying effective tax rate ⁽²⁾	407	(26,034)	405	(26,388)
Non-GAAP net income	<u>\$ 4,530</u>	<u>\$ 1,810</u>	<u>\$ 11,972</u>	<u>\$ 7,101</u>
Non-GAAP net income per share - diluted	\$ 0.07	\$ 0.03	\$ 0.20	\$ 0.13
Weighted average shares - diluted	63,059	25,564	39,377	25,511
Conversion of redeemable convertible preferred stock ⁽³⁾	-	29,044	18,221	29,044
Weighted average effect of dilutive securities	4,602	-	2,863	-
Non-GAAP weighted average shares - diluted	67,661	54,608	60,621	54,555

⁽¹⁾ Reflects the removal of the tax benefit associated with the amortization of intangible assets, stock-based compensation expense, accelerated interest expense 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.

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	Three Months Ended December 31,		Twelve Months Ended December 31,	
	2010	2009	2010	2009
Annualized on demand revenue per average on demand unit:				
On demand revenue	\$ 49,285	\$ 35,192	\$ 169,678	\$ 128,377
Ending on demand units	6,066	4,551	6,066	4,551
Average on demand units	5,817	4,408	5,249	4,128
Annualized on demand revenue per average on demand unit	<u>\$ 33.89</u>	<u>\$ 31.93</u>	<u>\$ 32.33</u>	<u>\$ 31.10</u>
Annual value of on demand revenue ⁽¹⁾	\$ 205,577	\$ 145,313		

⁽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.