

**Reconciliation of GAAP to Non-GAAP Measures**  
**For the Three and Nine Months Ended September 30, 2010 and 2009**  
(unaudited, in thousands, except per share data)

	Three Months Ended September 30,		Nine Months Ended September 30,	
	2010	2009	2010	2009
Adjusted Gross Profit:				
Gross profit	\$ 27,825	\$ 20,453	\$ 77,620	\$ 59,961
Depreciation and amortization of intangible assets	3,308	1,767	8,912	5,056
Stock-based compensation expense	140	103	407	255
Adjusted gross profit	<u>\$ 31,273</u>	<u>\$ 22,323</u>	<u>\$ 86,939</u>	<u>\$ 65,272</u>
Adjusted gross margin	65.1%	62.6%	64.8%	63.5%
Adjusted EBITDA:				
Net income	\$ 292	\$ 676	\$ 253	\$ 2,713
Depreciation and asset impairment	2,606	2,419	7,657	6,932
Amortization of intangible assets	2,760	1,279	7,256	3,963
Interest expense, net	1,822	1,123	4,759	3,106
Income tax expense	187	64	164	218
Stock-based compensation expense	1,359	726	3,745	1,904
Acquisition-related expense	61	20	453	20
Adjusted EBITDA	<u>\$ 9,087</u>	<u>\$ 6,307</u>	<u>\$ 24,287</u>	<u>\$ 18,856</u>
Adjust EBITDA Margin	18.9%	17.7%	18.1%	18.3%
Non-GAAP Total Product Development:				
Expenses:	\$ 9,127	\$ 6,675	\$ 26,431	\$ 20,273
Amortization of intangible assets	-	-	-	-
Stock-based compensation expense	627	277	1,664	775
Non-GAAP Total Product Development:	<u>\$ 8,500</u>	<u>\$ 6,398</u>	<u>\$ 24,767</u>	<u>\$ 19,498</u>
Non-GAAP Total Product Development as % of Revenue:	17.7%	17.9%	18.5%	19.0%
Non-GAAP Total Sales and Marketing:				
Expenses:	\$ 9,428	\$ 7,363	\$ 25,793	\$ 20,376
Amortization of intangible assets	780	732	2,291	2,301
Stock-based compensation expense	201	135	641	350
Non-GAAP Total Sales and Marketing:	<u>\$ 8,447</u>	<u>\$ 6,496</u>	<u>\$ 22,861</u>	<u>\$ 17,725</u>
Non-GAAP Total Sales and Marketing as % of Revenue:	17.6%	18.2%	17.1%	17.2%
Non-GAAP Total General and Administrative:				
Operating Expenses	\$ 6,969	\$ 4,552	\$ 20,230	\$ 13,275
Acquisition costs	61	20	453	20
Stock-based compensation expense	391	211	1,133	524
Non-GAAP Total General and Administrative:	<u>\$ 6,517</u>	<u>\$ 4,321</u>	<u>\$ 18,644</u>	<u>\$ 12,731</u>
Non-GAAP Total General and Administrative as % of Revenue:	13.6%	12.1%	13.9%	12.4%
Non-GAAP Total Operating Expenses:				
Operating Expenses	\$ 25,524	\$ 18,590	\$ 72,454	\$ 53,924
Amortization of intangible assets	780	732	2,291	2,301
Acquisition costs	61	20	453	20
Stock-based compensation expense	1,219	623	3,338	1,649
Non-GAAP Total Operating Expenses:	<u>\$ 23,464</u>	<u>\$ 17,215</u>	<u>\$ 66,372</u>	<u>\$ 49,954</u>
Non-GAAP Total Operating Expenses as % of Revenue:	48.9%	48.3%	49.5%	48.6%
Non-GAAP Operating Income:				
Operating income	\$ 2,301	\$ 1,863	\$ 5,166	\$ 6,037
Amortization of intangible assets	2,760	1,279	7,256	3,963
Stock-based compensation expense	1,359	726	3,745	1,904
Acquisition-related expense	61	20	453	20
Non-GAAP operating income	<u>\$ 6,481</u>	<u>\$ 3,888</u>	<u>\$ 16,620</u>	<u>\$ 11,924</u>
Non-GAAP operating margin	13.5%	10.9%	12.4%	11.6%
Non-GAAP Net Income:				
Net income	\$ 292	\$ 676	\$ 253	\$ 2,713
Amortization of intangible assets	2,760	1,279	7,256	3,963
Stock-based compensation expense	1,359	726	3,745	1,904
Accelerated interest expense related to preferred notes payable	530	-	530	-
Acquisition-related expense	61	20	453	20
Subtotal of tax deductible items	4,710	2,025	11,984	5,887
Tax impact of tax deductible items <sup>(1)</sup>	(1,884)	(810)	(4,794)	(2,355)
Tax expense resulting from applying effective tax rate <sup>(2)</sup>	(5)	(232)	(3)	(954)
Non-GAAP net income	<u>\$ 3,113</u>	<u>\$ 1,659</u>	<u>\$ 7,441</u>	<u>\$ 5,291</u>
Non-GAAP net income per share - diluted	\$ 0.05	\$ 0.03	\$ 0.13	\$ 0.10
Weighted average shares - diluted	43,636	23,904	31,878	23,856
Conversion of redeemable convertible preferred stock <sup>(3)</sup>	15,153	29,044	24,362	29,044
Weighted average effect of dilutive securities	3,476	457	2,037	431
Non-GAAP weighted average shares - diluted	62,265	53,405	58,277	53,331

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

<sup>(2)</sup> Represents the adjusting income tax to a federal tax rate of 35% and a blended state tax rate of 5%.

<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 September 30,		Nine Months Ended September 30,	
	2010	2009	2010	2009
Annualized on demand revenue per average on demand unit:				
On demand revenue	\$ 43,097	\$ 33,069	\$ 120,393	\$ 93,185
Ending on demand units	5,567	4,265	5,567	4,265
Average on demand units	5,387	4,186	5,059	4,035
Annualized on demand revenue per average on demand unit	<u>\$ 32.00</u>	<u>\$ 31.60</u>	<u>\$ 31.73</u>	<u>\$ 30.79</u>
Annual value of on demand revenue <sup>(1)</sup>	\$ 178,148	\$ 134,771		

<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.