



Paul Pucino Appointed as Chief Financial Officer of Classmates Media Corporation Subsidiary of United Online

WOODLAND HILLS, Calif., Aug. 13, 2007 -- United Online, Inc. (Nasdaq:UNTD), a leading provider of consumer Internet and media services, today announced the appointment of Paul J. Pucino as executive vice president and chief financial officer of its wholly-owned subsidiary Classmates Media Corporation, effective August 20, 2007.

Previously, Pucino served as executive vice president and chief financial officer for Digital Insight, a publicly-traded Internet services company, prior to its merger with Intuit in February 2007.

"Paul has demonstrated a strong track record for creating value in technology companies and effectively managing relationships with the investment community," said Mark R. Goldston, our chairman, president and chief executive officer. "Paul's financial acumen and many years of experience in corporate strategy add considerable depth to the Classmates Media leadership team."

Prior to Digital Insight, Pucino served as chief financial officer for Tekelec, a publicly-traded developer of Internet and telecommunications networking equipment, and as vice president, strategy and new ventures for Galileo International before its merger with Cendant Corporation.

Earlier in his career, Pucino served in financial analysis and public accounting roles for KPMG Peat Marwick, Dean Witter Discover & Company and The Kemper Group. A Certified Public Accountant, Pucino earned a Bachelor's degree in Accounting from the University of Tampa and an MBA in Finance from the University of Chicago.

About United Online

United Online, Inc. (Nasdaq: UNTD) is a leading provider of consumer Internet and media services. United Online's Content & Media services include online social networking (Classmates) and online loyalty marketing (MyPoints), as well as Web hosting and photo sharing services. Its communications services include Internet access (NetZero, Juno) and email. United Online is headquartered in Woodland Hills, CA, with offices in New York, NY; Fort Lee, NJ; Renton, WA; San Francisco, CA; Schaumburg, IL; Orem, UT; Erlangen, Germany; and Hyderabad, India.

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CLASSMATES MEDIA FILES REGISTRATION STATEMENT

Cautionary Information Regarding Forward-Looking Statements

This release contains "forward-looking statements" within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995, as amended, including, but not limited to, statements regarding CMC's intention to conduct an initial public offering of its Class A common stock. Actual events could differ materially from those anticipated in the forward-looking statements as a result of certain factors, including but not limited to: adverse changes in general economic or market conditions, the inability to manage successfully and complete the initial public offering, including the ability to retain and attract key employees, the risk that the initial public offering of CMC may not occur in its expected timeframe or at all, and other one-time events and other important factors disclosed previously and from time to time in United Online's annual and quarterly reports filed with the SEC (<http://www.sec.gov>), including, without limitation, information under the captions "Management's Discussion and Analysis of Financial Condition and Results of Operations" and "Risk Factors." United Online disclaims any obligation to update such forward-looking statements after the date of this release.

A registration statement relating to the Class A common stock to be sold in the CMC initial public offering has been filed with the SEC but has not become effective. The Class A common stock may not be sold, and offers may not be accepted prior to the time the registration statement becomes effective. This release does not constitute an offer to sell or the solicitation of any offer to buy, and there shall not be any sale of the Class A common stock in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

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