

Bankrate Joins The CardLinx Association

Matthew Goldman, CEO of Bankrate Subsidiary Wallaby Financial, to Speak at the April 28th CardLinx Forum in Manhattan

Pasadena, Calif. — April 2, 2015 — Bankrate, Inc. (NYSE: RATE), including its subsidiaries CreditCards.com and Wallaby Financial, today announced that it has joined The CardLinx Association to collaborate more closely with other technology platform providers, merchants, digital publishers, payment networks, and banks in promoting the growth of the card-linked offers industry.

CardLinx develops industry standards that make deals and offers easier for consumers and merchants to utilize. These offers associate a consumer's credit, debit, or other payment card with a specific merchant offer or deal, removing the consumer's need to clip coupons, present vouchers, or enter codes. The consumer uses the registered payment card and automatically receives the discount on a qualifying purchase.

“Wallaby Financial’s real-time analytics engine and credit card program database, CardBase, provide industry-leading digital wallet optimization tools for consumers. We look forward to exploring ways in which Wallaby’s proprietary technology can be combined with CardLinx members’ solutions to benefit consumers, merchants, and ecosystem payment providers,” said Matthew Goldman, founder and CEO of Wallaby Financial. “Payments, in the form of card-linked offers, will help brands and marketers transition into the role of trusted advisor. Over the next few years, you will see Bankrate’s Wallaby Financial play a central role in this evolution through partner integrations that help consumers filter information, manage personal finances, and optimize their spend. The CardLinx Association facilitates the creation of uniform consumer-centric standards that will benefit all participants in this emerging ecosystem. We are honored and thrilled to be a member.”

Mr. Goldman will be a panelist at the April 28th CardLinx Forum in Manhattan, joining speakers from Microsoft, Bank of America, Discover, and other leading firms. Registration is available at <http://cardlinx.org/cardlinx-new-york>

“Recent market data demonstrates that card-linking is growing rapidly as companies adopt the technology to deliver better shopping experiences for consumers and merchants. Wallaby’s forward-thinking solutions make it a logical fit with the other innovators in The CardLinx Association,” said Silvio Tavares, President and CEO of The CardLinx Association. “We look forward to Wallaby’s participation in our standards development and collaboration forums.”

Founding members of The CardLinx Association include Microsoft Corp., Bank of America, MasterCard, Discover, Facebook, First Data Corp., Linkable Networks Inc., Living Social, and Affinity Solutions.

About The CardLinx Association

The mission of The CardLinx Association is to increase interoperability and promote growth in the card-linked offers industry. On behalf of its members, the non-profit association develops and institutes common business practices and industry standards to minimize and eliminate friction in the sourcing, serving, publishing, redeeming, and cross-syndicating of card-linked offers. For more details, please visit www.cardlinx.org.

About Bankrate, Inc.

Bankrate is a leading publisher, aggregator, and distributor of personal finance content on the Internet. Bankrate provides consumers with proprietary, fully researched, comprehensive, independent and objective personal finance editorial content across multiple vertical categories including mortgages, deposits, insurance, credit cards, and other categories, such as retirement, automobile loans, and taxes. The Bankrate network includes Bankrate.com, CreditCards.com, InsuranceQuotes.com and Caring.com, our flagship websites, and other owned and operated personal finance websites, including Interest.com, Bankaholic.com, Mortgage-calc.com, CreditCardGuide.com, CarInsuranceQuotes.com, Insweb.com, CreditCards.ca, and NetQuote.com. Bankrate aggregates rate information from over 4,800 institutions on more than 300 financial products. With coverage of over 600 local markets, Bankrate generates rate tables in all 50 U.S. states. Bankrate develops and provides web services to over 100 co-branded websites with online partners, including some of the most trusted and frequently visited personal finance sites on the Internet such as Yahoo!, AOL, CNBC, and Bloomberg. In addition, Bankrate licenses editorial content to over 500 newspapers on a daily basis including The Wall Street Journal, USA Today, The New York Times, The Los Angeles Times, and The Boston Globe.

About Wallaby Financial Inc.

Wallaby Financial is the leader in credit card data and consumer financial information applications. Powered by CardBase™, a proprietary database of more than 2,500 credit card profiles, and Wallaby's unique real-time optimization algorithms, Wallaby's product suite helps consumers to earn more rewards and save more money. Wallaby informs consumers about which card to use when shopping, and helps them find the best credit card to add to their wallets by taking into account rewards, fees, interest rates, and other financial data. Wallaby products are available for Web, iPhone, Android, wearables, and more. For more information, please visit <https://www.walla.by>. Stay connected with Wallaby on Facebook, on Twitter @wallabycard or on Google+.

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