



LendingTree Selects Gordian Knot Analytics Group's Comprehensive Segmentation Subscription Service

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FOR IMMEDIATE RELEASE

LendingTree enters multi-year subscription with Gordian Knot Analytics, Inc. to help strengthen targeted marketing efforts and customer value.

CHARLOTTE, N.C., December 5, 2017 - LendingTree (NASDAQ: [TREE](#)), the nation's leading online loan marketplace, announced today that it has entered into a multi-year subscription for segmentation analysis and database scoring with Gordian Knot Analytics Group, Inc. utilizing their highly effective segmentation methodologies and proprietary customer machine learning toolset. Gordian Knot offers proprietary marketing data analytics machine learning tools that will help LendingTree more effectively target and engage with the right consumers to drive the business forward and maximize value for current and future customers.

"This partnership was an obvious choice for LendingTree as we continue to strengthen our product and service offerings, building LendingTree's brand and further expanding our industry-leading position," said Brad Wilson, CMO of LendingTree. "We strongly believe that Gordian Knot Analytics Group's tools will help us provide more appropriate and highly targeted messages to our current and prospective consumers; improving their shopping experience with Lending Tree across all major financial product categories."

"We couldn't be more pleased to work with Lending Tree and are excited about our long-term

partnership together," said Lawrence Choi, co-founder and CEO of Gordian Knot. "We are confident that Gordian Knot's unique combination of services and proprietary technology will – together with LendingTree's strong brand – help them reach more customers and continue to achieve its mission of being the undisputed industry-leading online loan marketplace."

About Gordian Knot Analytics Group, Inc.

Founded in 2015, Gordian Knot Analytics Group, Inc. (GKAG), an innovator in data analytics, is focused on explaining, predicting, and optimizing extracted trends and drivers from our clients' data assets that traditional data processing application software and statistical analyses are simply inadequate to deal with. GKAG has developed a series of proprietary data analytics tools and services to provide a more comprehensive and accurate picture of actions our client companies can implement to generate sustainable growth, improve customer satisfaction, and maximize the value our clients provide their customers. Gordian Knot Analytics Group's Marketing Applications are helping our clients – leading companies in retail, healthcare, travel, and financial services to name a few – discover new insights, and develop improved marketing strategies from their information resources. For more information go to www.GKAGmarketing.com, dial 833-GORDIAN (833-467-3426), or drop us a note at info@GKNOTAG.com. Like and / or follow us on [LinkedIn](#).

About LendingTree, Inc.

LendingTree (NASDAQ: [TREE](#)) is the nation's leading online loan marketplace, empowering consumers as they comparison-shop across a full suite of loan and credit-based offerings. LendingTree provides an online marketplace which connects consumers with multiple lenders that compete for their business, as well as an array of online tools and information to help consumers find the best loan. Since inception, LendingTree has facilitated more than 65 million loan requests. LendingTree provides free monthly credit scores through My LendingTree and access to its network of over 500 lenders offering home loans, personal loans, credit cards, student loans, business loans, home equity loans/lines of credit, auto loans and more. LendingTree, LLC is a subsidiary of LendingTree, Inc. For more information go to www.lendingtree.com, dial 800-555-TREE, like our Facebook page and/or follow us on Twitter [@LendingTree](#).