INTERSECTIONS INC.
CONSOLIDATED STATEMENTS OF INCOME
(Unaudited)

	Three Months Ended June 30,		Six Months Ended June 30,	
	(in thousands, except per share data)			
	2010	**2009**	**2010**	**2009**
Revenue	$ 98,872	$ 90,317	$ 195,461	$ 177,586
Operating expenses:				
Marketing	12,684	15,346	29,787	30,375
Commissions	29,809	26,785	60,604	52,650
Cost of revenue	25,544	25,848	51,720	51,384
General and administrative	17,533	18,552	35,105	35,230
Impairment	-	5,949	-	6,163
Depreciation	2,163	1,962	4,471	4,112
Amortization	1,877	2,174	4,176	4,582
Total operating expenses	89,610	96,616	185,863	184,496
Income (loss) from operations	9,262	(6,299)	9,598	(6,910)
Interest income	6	98	11	142
Interest expense	(560)	(288)	(1,198)	(437)
Other (expense) income, net	(23)	919	(472)	473
Income (loss) before income taxes and noncontrolling interest	8,685	(5,570)	7,939	(6,732)
Income tax expense	(3,509)	(205)	(3,831)	(864)
Net income (loss)	5,176	(5,775)	4,108	(7,596)
Net loss attributable to the noncontrolling interest	-	3,116	-	4,380
Net income (loss) attributable to Intersections, Inc.	$ 5,176	$ (2,659)	$ 4,107	$ (3,216)
Net income (loss) per share – basic	$ 0.29	$ (0.15)	$ 0.23	$ (0.18)
Net income (loss) per share – diluted	$ 0.29	$ (0.15)	$ 0.23	$ (0.18)
Weighted average common shares outstanding – basic	17,683	17,486	17,652	17,437
Weighted average common shares outstanding – diluted	18,128	17,486	18,004	17,437

INTERSECTIONS INC.
CONSOLIDATED BALANCE SHEETS
(Unaudited, in thousands)

	June 30, 2010	December 31, 2009
ASSETS		
CURRENT ASSETS:		
Cash and cash equivalents	$ 28,962	$ 12,394
Short-term investments	4,994	4,955
Accounts receivable, net	24,676	25,111
Prepaid expenses and other current assets	5,667	5,182
Income tax receivable	1,925	2,460
Deferred subscription solicitation costs	29,797	34,256
Total current assets	96,021	84,398
PROPERTY AND EQUIPMENT – net	16,645	17,802
DEFERRED TAX ASSET – net	6,922	3,700
LONG-TERM INVESTMENT	4,327	3,327
GOODWILL	46,939	46,939
INTANGIBLE ASSETS – net	17,437	21,613
OTHER ASSETS	7,677	14,392
TOTAL ASSETS	$ 195,968	$ 192,171
LIABILITIES AND STOCKHOLDERS' EQUITY		
CURRENT LIABILITIES:		
Current portion of long-term debt	$ 7,000	$ 7,000
Capital leases – current portion	1,091	1,028
Accounts payable	5,396	9,168
Accrued expenses and other current liabilities	18,654	17,255
Accrued payroll and employee benefits	4,128	2,782
Commissions payable	940	2,044
Deferred revenue	5,021	5,202
Deferred tax liability – net, current portion	15,327	14,879
Total current liabilities	57,557	59,358
LONG-TERM DEBT	27,960	31,393
OBLIGATIONS UNDER CAPITAL LEASES – less current portion	1,309	1,681
OTHER LONG-TERM LIABILITIES	6,687	3,332
TOTAL LIABILITIES	$ 93,513	$ 95,764
STOCKHOLDERS' EQUITY:		
Common stock	188	187
Additional paid-in capital	106,129	104,810
Treasury stock	(9,516)	(9,516)
Retained earnings	6,135	2,027
Accumulated other comprehensive loss-cash flow hedge relationship	(677)	(856)
Accumulated other comprehensive income (loss)-other	196	(245)
TOTAL STOCKHOLDERS' EQUITY	102,455	96,407
TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY	$ 195,968	$ 192,171

INTERSECTIONS INC.
CONSOLIDATED STATEMENT OF CASH FLOWS
(Unaudited, in thousands)

	Six Months Ended June 30, 2010	Six Months Ended June 30, 2009
CASH FLOWS FROM OPERATING ACTIVITIES:		
Net income (loss)	$ 4,108	$ (7,596)
Adjustments to reconcile net income (loss) to cash flows provided by operating activities:		
Depreciation	4,472	4,109
Amortization	4,176	4,582
Amortization of debt issuance cost	34	44
Loss on disposal of fixed asset	-	63
Provision for doubtful accounts	(164)	9
Share based compensation	2,785	2,037
Amortization of deferred subscription solicitation costs	31,996	32,569
Goodwill impairment charges	-	6,163
Foreign currency transaction losses(gains), net	506	(829)
Changes in assets and liabilities:		
Accounts receivable	507	3,423
Prepaid expenses and other current assets	(501)	851
Income tax receivable	743	4,328
Deferred subscription solicitation costs	(26,027)	(36,706)
Other assets	5,203	(2,228)
Accounts payable	(3,386)	(2,948)
Tax deficiency upon vesting of restricted stock units	(208)	(425)
Accrued expenses and other current liabilities	1,227	3,305
Accrued payroll and employee benefits	1,352	(1,540)
Commissions payable	(1,104)	574
Deferred revenue	(182)	329
Deferred income tax, net	(2,773)	2,375
Other long-term liabilities	3,498	(1,340)
Cash flows provided by operating activities	26,262	11,149
CASH FLOWS USED IN INVESTING ACTIVITIES:		
Purchase of additional interest in long-term investment	(1,000)	-
Acquisition of property and equipment	(3,251)	(3,548)
Proceeds from sale of property and equipment	-	16
Cash flows used in investing activities	(4,251)	(3,532)
CASH FLOWS USED IN FINANCING ACTIVITIES:		
Repayments under credit agreement	(3,500)	(3,500)
Tax deficiency upon vesting of restricted stock units	(208)	(425)
Capital lease payments	(478)	(288)
Cash distribution on vesting of restricted stock units	(970)	-
Withholding tax payment on vesting of restricted stock units	(284)	(362)
Cash proceeds from stock options exercised	-	1
Cash flows used in financing activities	(5,440)	(4,574)
EFFECT OF EXCHANGE RATE ON CASH	(3)	151
INCREASE IN CASH AND CASH EQUIVALENTS	16,568	3,194
CASH AND CASH EQUIVALENTS—Beginning of period	12,394	10,762
CASH AND CASH EQUIVALENTS—End of period	$ 28,962	$ 13,956

INTERSECTIONS INC.
OTHER DATA
(Unaudited, in thousands)

	Three Months Ended June 30, 2010	Three Months Ended June 30, 2009	Six Months Ended June 30, 2010	Six Months Ended June 30, 2009
Subscribers at beginning of period	4,238	4,536	4,301	4,730
New subscribers – indirect	191	241	420	451
New subscribers – direct	293	572	765	1,121
Cancelled subscribers within first 90 days of subscription	(203)	(244)	(443)	(460)
Cancelled subscribers after first 90 days of subscription	(412)	(638)	(936)	(1,375)
Subscribers at end of period	4,107	4,467	4,107	4,467
Indirect subscribers	39.2%	41.3%	39.2%	41.3%
Direct subscribers	60.8	58.7	60.8	58.7
	100.0%	100.0%	100.0%	100.0%
*Cancellations within first 90 days of subscription	42.0%	30.1%	37.4%	29.3%
**Cancellations after first 90 days of subscription	33.9%	45.0%	33.9%	45.0%
***Overall retention	57.6%	49.3%	57.6%	49.3%
Percentage of revenue from indirect marketing arrangements to total subscription revenue	11.2%	12.8%	11.3%	12.9%
Percentage of revenue from direct marketing arrangements to total subscription revenue	88.8	87.2	88.7	87.1
Total subscription revenue	100.0%	100.0%	100.0%	100.0%
Total revenue	$ 98,872	$ 90,317	$ 195,461	$ 177,586
Revenue from transactional sales	(7,938)	(5,624)	(13,874)	(11,405)
Revenue from lost/stolen credit card registry	(7)	(17)	(16)	(26)
Subscription revenue	90,927	84,676	181,571	166,155
Marketing and commissions	42,493	42,131	90,391	83,025
Commissions paid on transactional sales	-	(1)	(1)	(2)
Commissions paid on lost/stolen credit card registry	(22)	(18)	(34)	(42)
Marketing and commissions associated with subscription revenue	42,471	42,112	90,356	82,981
Subscription revenue, net of marketing and commissions associated with subscription revenue	$ 48,456	$ 42,564	$ 91,215	$ 83,174

* Percentage of cancellation within the first 90 days to new subscribers

** Percentage of the number of subscribers at the beginning of the period plus new subscribers during the period less cancellations within the first 90 days

*** On a rolling 12 month basis by taking subscribers at the end of the period divided by the sum of the subscribers at the beginning of the period plus additions for the period

INTERSECTIONS INC.
OTHER DATA, continued
(Unaudited)

Intersections Inc.
Reconciliation of Non-GAAP Financial Measures
(dollars in thousands, except for per subscriber information)

The table below includes financial information prepared in accordance with accounting principles generally accepted in the United States, or GAAP, as well as other financial measures referred to as non-GAAP financial measures. Consolidated EBITDA before share based compensation and consolidated adjusted net income excluding non-cash charges are presented in a manner consistent with the way management evaluates operating results and which management believes is useful to investors and others. An explanation regarding the company's use of non-GAAP financial measures and a reconciliation of non-GAAP financial measures used by the company to GAAP measures is provided below. These non-GAAP financial measures should be considered in addition to, but not as a substitute for, net income and the other information prepared in accordance with GAAP, and may not be comparable to similarly titled measures reported by other companies. Management strongly encourages shareholders to review our financial statements and publicly-filed reports in their entirety and not to rely on any single financial measure.

(1) Consolidated EBITDA before share based compensation, represents consolidated income (loss) before income taxes plus non-cash share based compensation, non-cash goodwill, intangible and long-lived asset impairment charges, depreciation and amortization, interest income (expense), and other income (expense). We believe that the consolidated EBITDA before share based compensation calculation provides useful information to investors because they are indicators of our operating performance. Consolidated EBITDA before share based compensation is commonly used as a basis for investors and analysts to evaluate and compare the periodic and future operating performance and value of companies within our industry. Our Board of Directors and Management use consolidated EBITDA before share based compensation to evaluate the operating performance of the company and to make compensation and bonus determinations, and our lenders use consolidated EBITDA before share based compensation as a measure of our ability to make interest payments and to comply with our debt covenants.

We provide this information to show the impact of share based compensation on our operating results, as it is excluded from our internal operating and budgeting plans and measurements of financial performance; however, we do consider the dilutive impact to our shareholders when awarding share based compensation and consider both the Black-Scholes value and GAAP value in connection therewith, and value such awards accordingly. We do not consider share based compensation charges when we evaluate the performance of our individual business groups or formulate our short and long-term operating plans. We hold our management team accountable for cash-based compensation and such amounts are included in their operating plans. Due to its nature, individual managers generally are unable to project the impact of share based compensation and accordingly we do not hold them accountable for the impact of equity award grants. When we consider making share based compensation grants, we primarily take into account the need to attract and retain high quality employees, overall shareholder dilution and the Black-Scholes values of the equity grant to the recipient, rather than the potential accounting charges associated with such grants. For comparability purposes, we believe it is useful to provide a non-GAAP financial measure that excludes share based compensation in order to better understand the long-term performance of our core business and to compare our results to the results of our peer companies because of varying available valuation methodologies and the variety of award types that companies can use under GAAP. Furthermore, unlike cash compensation, the value of share based compensation is determined using a complex formula that incorporates factors, such as market volatility, that are beyond our control. Accordingly, we believe that the presentation of EBITDA before share based compensation when read in conjunction with our reported GAAP results can provide useful supplemental information to our management, to investors and to our lenders regarding financial and business trends relating to our financial condition and results of operations.

EBITDA before share based compensation has limitations due to the fact it does not include all compensation related expenses. For example, if we only paid cash based compensation as opposed to a portion in share based compensation, the cash compensation expense included in our general and administrative expenses would be higher. We compensate for this limitation by providing information required by GAAP about outstanding share based awards in the footnotes to our financial statements in our SEC filings. We believe equity based compensation is an important element of our compensation program and all forms of share based awards are valued and included as appropriate in our operating results.

The following table reconciles consolidated income (loss) before income taxes to consolidated EBITDA before share based compensation, as defined for the previous six quarters and six months year-to-date through June 30, 2009 and June 30, 2010. In managing our business, we analyze our performance quarterly on a consolidated income (loss) before income tax basis.

INTERSECTIONS INC.
OTHER DATA, continued
(Unaudited)

	2009				2010	
	For the Three Months Ended				For the Three Months Ended	
	March 31	June 30	September 30	December 31	March 31	June 30
Reconciliation from consolidated income (loss) before income taxes to consolidated EBITDA before share based compensation						
Consolidated (loss) income before income taxes	($1,162)	($5,570)	$1,898	($5,585)	($746)	$8,685
Share based compensation	968	1,069	1,114	1,405	1,419	1,366
Goodwill, intangible, and long-lived asset impairment charges	214	5,949	-	1,096	-	-
Depreciation	2,150	1,962	1,949	2,232	2,308	2,163
Amortization	2,408	2,174	1,891	2,998	2,299	1,877
Interest expense, net	106	190	466	437	633	554
Other expense (income), net	446	(919)	(3)	(1,312)	449	23
Consolidated EBITDA before share based compensation (1)	$5,130	$4,854	$7,315	$ 1,271	$6,362	$14,668

	For the Six Months Ended June 30,	
	2009	2010
Reconciliation from consolidated income (loss) before income taxes to consolidated EBITDA before share based compensation		
Consolidated (loss) income before income taxes	($6,732)	$7,939
Share based compensation	2,037	2,785
Goodwill, intangible and long-lived asset impairment charges	6,163	-
Depreciation	4,112	4,471
Amortization	4,582	4,176
Interest expense, net	295	1,187
Other (income) expense, net	(473)	472
Consolidated EBITDA before share based compensation (1)	$9,984	$21,030

INTERSECTIONS INC.
OTHER DATA, continued
(Unaudited)

(2) Net amortization and share based compensation per share is not a measurement under GAAP, may not be similar to net amortization and share based compensation per share measures of other companies and should be considered in addition to, but not as a substitute for, the information contained in our statement of operations. We believe that net amortization and share based compensation per share provides useful information to investors because it is an indicator of operating performance since it excludes items that are not directly attributable to ongoing business operations, as well as a non-cash share based compensation expense that we are required to record under GAAP. We believe our net amortization and share based compensation per share calculations are commonly used as some of the bases for investors, analysts and credit rating agencies to evaluate and compare the periodic and future operating performance and value of companies.

The following table provides the consolidated Net Amortization and Share Based Compensation per Share amount:

	2009				2010	
	For the Three Months Ended				For the Three Months Ended	
	March 31	June 30	September 30	December 31	March 31	June 30
Net amortization and share based compensation per share						
Amortization	$ 2,407	$ 2,174	$ 1,891	$ 2,998	$ 2,299	$ 1,877
Share based compensation	968	1,069	1,114	1,405	1,419	1,366
Subtotal	3,375	3,243	3,005	4,403	3,718	3,243
Estimated tax effect at 40%	(1,350)	(1,298)	(1,202)	(1,761)	(1,487)	(1,297)
Net amortization and share based compensation	2,025	1,945	1,803	2,642	2,231	1,946
Diluted shares	17,389	17,486	17,851	17,601	17,621	18,128
Net amortization and share based compensation per share (2)	$ 0.12	$ 0.11	$ 0.10	$ 0.15	$ 0.13	$ 0.10

INTERSECTIONS INC.
OTHER DATA, continued
(Unaudited)

	For the Six Months Ended June 30, 2009	2010
Net amortization and share based compensation per share		
Amortization	$ 4,582	$ 4,176
Share based compensation	2,037	2,785
Subtotal	6,619	6,961
Estimated tax effect at 40%	(2,647)	(2,784)
Net amortization and share based compensation	3,972	4,177
Diluted shares	17,437	18,004
Net amortization and share based compensation per share (2)	$ 0.23	$ 0.23

The following table provides components of Intersections' Consumer Products and Services (CPS) segment on a per ending subscriber per quarter basis. In the year ended December 31, 2009, we changed our segment reporting by realigning services from our relationship with a third party that administers referrals for identity theft to major banking institutions and breach services to the Consumer Products and Services segment. The modification to the business segments was determined based on how our senior management analyzed, evaluated, and operated our global operations beginning in the three months ended December 31, 2009.

INTERSECTIONS INC.
OTHER DATA, continued
(Unaudited)

	2009				2010	
	For the Three Months Ended				For the Three Months Ended	
	March 31	June 30	September 30	December 31	March 31	June 30
<u>Per ending subscriber per quarter</u>						
Revenue	$18.11	$19.07	$19.95	$20.60	$21.45	$22.28
Cost of revenue	4.88	5.06	5.09	5.33	5.42	5.30
Gross margin (4)(A)	13.24	14.02	14.86	15.26	16.03	16.98
Marketing	3.31	3.44	3.52	4.51	4.04	3.09
Commissions	5.70	6.00	6.42	6.85	7.27	7.26
Revenue less marketing and commissions (4)(B)	9.10	9.64	10.01	9.24	10.15	11.93
General and administrative	2.76	3.01	2.91	3.28	3.36	3.49
Share based compensation	(0.21)	(0.24)	(0.25)	(0.33)	(0.33)	(0.33)
EBITDA before share based compensation (4)(C)	1.68	1.82	2.27	0.95	1.70	3.48

Intersections Inc.
Reconciliation of Non-GAAP Financial Measures
(dollars in thousands, except for per subscriber information)

The table above includes financial information prepared in accordance with GAAP as well as other financial measures referred to as non-GAAP financial measures. CPS EBITDA before share based compensation, CPS Gross margin per ending subscriber, CPS Revenue less marketing and commissions per ending subscriber and CPS EBITDA before share based compensation per ending subscriber are non-GAAP financial measures that are presented in a manner consistent with the way management evaluates operating results, and which management believes is useful to investors and others. An explanation regarding the company's use of non-GAAP financial measures and a reconciliation of non-GAAP financial measures used by the company to GAAP measures is provided below. These non-GAAP financial measures should be considered in addition to, but not as a substitute for, net income and the other information prepared in accordance with GAAP, and may not be comparable to similarly titled measures reported by other companies.

INTERSECTIONS INC.
OTHER DATA, continued
(Unaudited)

(3) CPS earnings before interest, tax, non-cash goodwill, intangible and long-lived asset impairment charges, depreciation and amortization, or EBITDA before share based compensation, represents income before income taxes plus non-cash share based compensation, non-cash goodwill, intangible and long-lived asset impairment charges, depreciation and amortization, interest income (expense), and other income (expense) for the CPS segment.

We believe that the EBITDA before share based compensation calculation provides useful information to investors because they are indicators of our operating performance. EBITDA before share based compensation is commonly used as a basis for investors and analysts to evaluate and compare the periodic and future operating performance and value of companies within our industry. Our Board of Directors and Management use EBITDA before share based compensation to evaluate the operating performance of the CPS segment and to make compensation and bonus determinations, and our lenders use EBITDA before share based compensation as a measure of our ability to make interest payments and to comply with our debt covenants.

The following table reconciles CPS income before income taxes to EBITDA before share based compensation, as defined for the previous six quarters and six months year-to-date through June 30, 2009 and June 30, 2010. In managing our business, we analyze the performance of our segments quarterly on an income (loss) before income tax basis.

INTERSECTIONS INC.
OTHER DATA, continued
(Unaudited)

	2009 For the Three Months Ended				2010 For the Three Months Ended	
	March 31	June 30	September 30	December 31	March 31	June 30
CPS reconciliation from income (loss) before income taxes to EBITDA before share based compensation						
CPS income (loss) before income taxes	$2,174	$3,308	$5,252	($1,221)	$ 790	$8,559
Share based compensation	968	1,069	1,114	1,405	1,419	1,366
Goodwill, intangible and long-lived asset impairment charges	-	-	-	-	-	-
Depreciation	1,925	1,734	1,736	1,984	2,091	1,955
Amortization	2,157	1,934	1,671	2,821	2,292	1,870
Interest expense, net	87	171	436	407	600	520
Other expense (income), net	292	(103)	(229)	(1,322)	21	30
EBITDA before share based compensation (3)	$7,603	$8,113	$9,980	$4,074	$7,213	$14,300

	For the Six Months Ended June 30	
	2009	2010
CPS reconciliation from income before income taxes to EBITDA before share based compensation		
CPS income before income taxes	$5,482	$9,349
Share based compensation	2,037	2,785
Goodwill, intangible and long-lived asset impairment charges	-	-
Depreciation	3,659	4,046
Amortization	4,091	4,162
Interest expense, net	258	1,120
Other expense, net	189	51
EBITDA before share based compensation (3)	$15,716	$21,513

INTERSECTIONS INC.
OTHER DATA, continued
(Unaudited)

(4) A. CPS gross margin per ending subscriber represents CPS revenue less cost of revenue divided by the ending number of subscribers. We believe this measure is important to investors because it demonstrates our profitability trend on a per subscriber basis and is one that we use in managing our CPS business because it demonstrates our profitability trend on a per subscriber basis. B. CPS Revenue less marketing and commissions per ending subscriber represents CPS revenue less marketing and commissions divided by the ending number of subscribers. We believe this measure is important to investors and is one that we use in managing our CPS business because it normalizes the effect of changes in the mix of direct and indirect marketing arrangements and it demonstrates our profitability trend on a per subscriber basis. C. CPS EBITDA before share based compensation per ending subscriber represents CPS EBITDA before share based compensation (defined in section (1) above) divided by the ending number of subscribers. We believe this measure is important to investors because it demonstrates our profitability trend on a per subscriber basis and is one that we use in managing our CPS business because it demonstrates our profitability trend on a per subscriber basis.

	2009				2010	
	For the Three Months Ended				For the Three Months Ended	
	March 31	June 30	September 30	December 31	March 31	June 30
A. CPS gross margin per ending subscriber						
Revenue	$82,164	$85,182	$87,755	$88,594	$90,918	$91,507
Cost of revenue	(22,114)	(22,581)	(22,378)	(22,943)	(22,986)	(21,757)
Gross margin	60,050	62,601	65,377	65,651	67,932	69,750
Ending subscribers	4,536	4,467	4,399	4,301	4,238	4,107
CPS gross margin per ending subscriber	13.24	14.02	14.86	15.26	16.03	16.98
B. CPS revenue less marketing and commissions per ending subscriber						
Revenue	$82,164	$85,182	$87,755	$88,594	$90,918	$91,507
Marketing	(15,029)	(15,346)	(15,493)	(19,400)	(17,103)	(12,684)
Commissions	(25,865)	(26,785)	(28,232)	(29,466)	(30,795)	(29,809)
Revenue less marketing and commissions	41,270	43,051	44,030	39,728	43,020	49,014
Ending subscribers	4,536	4,467	4,399	4,301	4,238	4,107
CPS revenue less marketing and commissions per ending subscriber	9.10	9.64	10.01	9.24	10.15	11.93
C. CPS EBITDA before share based compensation per ending subscriber						
EBITDA before share based compensation	$7,603	$8,113	$9,980	$4,074	$7,213	$14,300
Ending subscribers	4,536	4,467	4,399	4,301	4,238	4,107
CPS EBITDA before share based compensation per ending subscriber	1.68	1.82	2.27	0.95	1.70	3.48

INTERSECTIONS INC.
OTHER DATA, continued
(Unaudited)

	For the Six Months Ended June 30	
	2009	2010
A. CPS gross margin per ending subscriber		
Revenue	$167,346	$182,425
Cost of revenue	(44,695)	(44,743)
Gross margin	122,651	137,682
Ending subscribers	4,467	4,107
CPS gross margin per ending subscriber	27.46	33.53
B. CPS revenue less marketing and commissions per ending subscriber		
Revenue	$167,346	$182,425
Marketing	(30,375)	(29,787)
Commissions	(52,650)	(60,604)
Revenue less marketing and commissions	84,321	92,034
Ending subscribers	4,467	4,107
CPS revenue less marketing and commissions per ending subscriber	18.88	22.41
C. CPS EBITDA before share based compensation per ending subscriber		
EBITDA before share based compensation	$15,716	$21,513
Ending subscribers	4,467	4,107
CPS EBITDA before share based compensation per ending subscriber	3.52	5.24

INTERSECTIONS INC.
OTHER DATA, continued
(Unaudited)

(5) Consolidated adjusted net income excluding non-cash charges represents consolidated net loss plus non-cash goodwill, intangible and long-lived asset impairment charges and valuation allowances on deferred tax assets. We believe that the consolidated adjusted net income excluding non-cash charges provides a more meaningful representation of our on-going economic performance and therefore we utilize this non-GAAP financial measure internally to evaluate our operating results. We have chosen to provide this information to investors to enable them to make a more meaningful comparison of operating results.

Management uses consolidated adjusted net income excluding non-cash charges to measure the core operating performance of the company's business units. Management believes that this non-GAAP financial measure presents the company's operating results in the ordinary and ongoing course of its business. Given the significant amount of judgment involved in making impairment determinations and that the company does not control two of the key factors – the deterioration in the general economic environment and the decline in the company's market capitalization – which go into the determination, management finds it helpful, and believes that investors find it useful, to consider an operating measure that excludes non-cash charges, such as goodwill, intangible and long-lived asset impairment charge expenses, which are not directly related to the company's operating performance. We believe this permits investors to better understand the company's operating trends and to enable them to make a more meaningful comparison of operating results.

For the six months ended June 30, 2010, we reported adjusted net income without any non-cash impairment charges. In the future, we expect that we may again report adjusted net income excluding these items and may incur expenses similar to these excluded items. Accordingly, the exclusion of these and similar items in the company's non-GAAP presentation should not be interpreted as implying that these items are non-recurring, infrequent or unusual.

Consolidated adjusted net income excluding non-cash charges has limitations due to the fact it excludes the effect of charges that management does not believe is indicative of the company's ongoing operations. We compensate for these limitations by providing extensive GAAP-based disclosure about the non-cash goodwill, intangible and long-lived asset impairment charges and valuation allowances on the deferred tax assets in the footnotes to our financial statements and MD&A section in our SEC filings.

INTERSECTIONS INC.
OTHER DATA, continued
(Unaudited)

	For the Six Months Ended June 30 2009	For the Six Months Ended June 30 2010
Consolidated net (loss) income reconciliation from net (loss) income to consolidated adjusted net income excluding non-cash charges		
Consolidated net (loss) income	$ (3,216)	$ 4,108
Goodwill, intangible and long-lived asset impairment charges, net of estimated tax	6,163	-
Valuation allowance on deferred tax assets	3,360	-
Noncontrolling interest	(4,285)	-
Consolidated adjusted net income excluding non-cash charges (5)	$ 2,022	$ 4,108

For the reconciliation of certain non-GAAP measures visit our website at www.intersections.com.

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