INTERSECTIONS INC.

2nd Quarter 2010 Investor Update

August 12, 2010

Intersections Corporate Overview

Safe Harbor Statement

Statements in this presentation relating to future plans, results, performance, expectations, achievements and the like are considered "forward-looking statements." These forward-looking statements involve known and unknown risks and are subject to change based on various factors and uncertainties that may cause actual results to differ materially from those expressed or implied by these statements. Factors and uncertainties that may cause actual results to differ include, but are not limited to, the risks disclosed in the company's filings with the U.S. Securities and Exchange Commission. The company undertakes no obligation to revise or update any forward-looking statements.

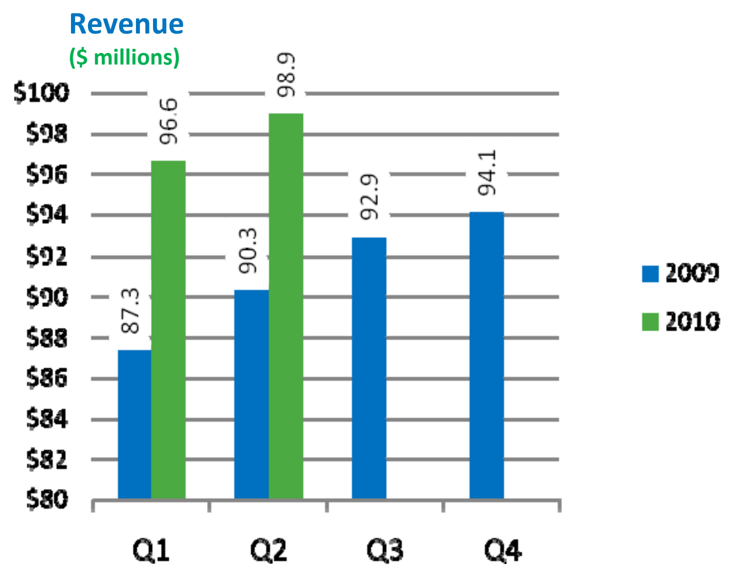
About Intersections Inc.

About Us

Intersections was founded in 1996. We are a leading provider of subscription consumer identity theft protection services. We pioneered the consumer identity theft protection industry and continue to be recognized for our product leadership and innovation. Our IDENTITY GUARD® TOTAL PROTECTION℠ product is rated as the "Best in Class" identity theft protection product available in the marketplace today. We are also recognized as the preferred partner of major financial institutions in North America, providing custom branded identity management solutions for cross-sell to their customers. We currently protect 8 million consumers from the dangers of identity theft and have safeguarded the identities of more than 30 million consumers throughout our history. Our success is based on our intense customer focus, our unwillingness to meet anything but the highest quality and ethical standards, and our extensive financial modeling supporting our marketing investments.

Fast Facts

Founded:	1996
NASDAQ Symbol:	INTX
Headquarters:	Chantilly, VA
Employees:	753
Customers:	About 8 million



2nd Quarter 2010 Update

Strategic Update

On July 19, 2010 Intersections divested its background screening segment – Screening International, LLC – for $15 million plus working capital and other adjustments. Approximately $11.2 million of the proceeds received from the sale was used to prepay the remaining principal and accrued interest on the term loan portion of our credit agreement. The combination of strong operating results and cash from the sale of SI leaves Intersections with a positive balance of cash and cash equivalents net of debt as of July 31, 2010.

Intersections' Board of Directors declared an ongoing regular quarterly cash dividend on its common stock of 15 cents per share to be paid on September 10, 2010 to stockholders of record as of the close of trading on August 31, 2010. While the company expects to continue to pay dividends on an ongoing quarterly basis for the foreseeable future, any future dividend payments will be reviewed individually and declared by the Board at its discretion.

The Board of Directors has authorized management to consider financing alternatives that may be used to increase the company's debt, with the cash proceeds potentially being used to pay special dividends and/or make stock repurchases.

The Board of Directors had previously authorized the Company to repurchase up to $20 million of shares, of which approximately $10.5 million remained available for future purchases. Yesterday, the Board of Directors increased the Company's authorization to a total of up to $30 million of shares, and the total now available for future purchases is approximately $20.5 million. The Company expects to fund repurchases through a combination of cash on hand, cash generated by operations, borrowings or other future financing transactions, or a combination thereof. Repurchases may be made from time to time, depending on market conditions, share price and other factors, on the open market, in block trades, through privately negotiated transactions or otherwise, or any combination of methods. The share repurchase program does not obligate the Company to acquire any specific number of shares in any period, and may be modified, suspended or discontinued at any time without notice to shareholders.

Please see the company's press release dated August 12, 2010 for additional details.

2nd Quarter 2010 Update

Consolidated Results

Record consolidated quarterly revenue of approximately $98.9 million in the second quarter of 2010, an increase of 9.5% versus the second quarter of 2009. Consolidated revenue for the quarter increased by approximately $8.6 million compared to the second quarter of 2009, consisting of an approximately $6.3 million increase from the Consumer Products and Services segment and an approximately $2.2 million increase from our remaining business lines.

Record consolidated adjusted EBITDA before share based compensation and non-cash impairment charges of approximately $14.7 million in the second quarter of 2010, an increase of over 200% versus the second quarter of 2009. Adjusted EBITDA increased approximately $9.8 million versus the same quarter in 2009, consisting of an approximately $6.2 million increase for Consumer Products and Services, and approximately $3.6 million increase from our remaining business lines.

Year to date adjusted EBITDA before share based compensation and non-cash impairment charges through June 30, 2010 was approximately $21.0 million compared to approximately $18.6 million for all of calendar year 2009.

Cash flow from operations was approximately $17.4 million for the second quarter ended June 30, 2010 and approximately $26.3 million for the first six months of 2010.

Intersections generated quarterly net income of approximately $5.2 million (29 cents per diluted share) versus a loss of approximately $2.7 million in the second quarter of 2009.

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INTERSECTIONS INC.

2nd Quarter 2010 Update

Consumer Products & Services Segment

The Consumer Products and Services segment is composed of:

- The endorsed marketing business in which Intersections typically co-brands and co-markets products with marketing partners, and
- The consumer direct business where Intersections markets the Identity Guard® brand of products directly to consumers.

Total subscribers decreased to approximately 4.1 million as of June 30th compared to approximately 4.2 million as of March 31st. This decline was largely driven by fewer marketing leads from our financial services partners who are experiencing reduced rates of new account openings and adjusting the allocation of leads among competing product providers. This decline was partially offset by growth in the Identity Guard® customer base.

We added 14 new endorsed marketing partners year to date, including one of the 10 largest US banks. Start up expenses for these clients, especially for the expected conversion of a large portfolio of customers to Intersections for the large banking partner, will drive incremental expenses in the second half of 2010.

We reduced marketing expense by approximately $4.4 million compared to the first quarter of 2010 due to reduced marketing partner leads in our endorsed business and a reduction primarily in television advertising for our consumer direct business.

Adjusted EBITDA before share based compensation for the segment was approximately $14.3 million.

- Revenue per subscriber increased 16.8% from the second quarter of 2009 to $22.28 for Q2 of 2010.
- Costs of Revenue per subscriber increased 4.8% for the same period.
- Marketing and Commissions per subscriber increased 9.8% for the same period.
- General & Administrative expenses increased 16.0% for the same period.

INTERSECTIONS INC.

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2nd Quarter 2010 Update

Business Services Results

Business Services consists of:

- Our Background Screening segment, Screening International LLC.
- Our Online Brand Protection segment, NetEnforcers, Inc.
- Our Bail Bonds Industry Solutions segment, Captira Analytical, LLC.

Screening International generated approximately $593 thousand in income before income taxes in the second quarter of 2010, on revenues of approximately $6.7 million. This compares favorably to revenues of approximately $4.5 million and a loss before income taxes and non-controlling interest of approximately $6.8 million in the second quarter of 2009. As previously mentioned, SI was sold on July 19, 2010.

Net Enforcers Inc. generated a loss of approximately $94 thousand in income before income taxes in the second quarter of 2010, on revenues of approximately $496 thousand. This compares to revenues of approximately $520 thousand and a loss before income taxes of approximately $1.6 million in the second quarter of 2009.

Captira Analytical, LLC generated a loss of approximately $375 thousand in income before income taxes in the second quarter of 2010, on revenues of approximately $123 thousand. This compares favorably to revenues of approximately $104 thousand and a loss before income taxes of approximately $507 thousand in the second quarter of 2009.

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2nd Quarter 2010 Update

Latest Guidance

We anticipate continued strong performance for Intersections, especially from our core Consumer Products and Services segment for the balance of 2010.

We expect full year 2010 revenue growth of approximately 3-5% versus 2009, excluding Screening International.

- The sale of SI will reduce revenue by approximately $10 million in the second half of 2010 versus our plans at the beginning of the year which included SI for a full 12 months.
- We expect revenue in the Consumer Products and Services segment to be about $1 million per month lower in the second half of the year primarily due to the previously mentioned reduction in marketing leads from partners.

Our outlook for the rest of the year and going forward into 2011 is for continued improvement in our trailing 12 month adjusted EBITDA before share based compensation and non-cash impairment.

- This guidance incorporates the sale of Screening International.
- The forward looking guidance provided in this presentations does not include any impact related to any potential financing alternatives, special dividends and/or share repurchases all of which are not fully known at this time.
- Adjusted EBITDA in the Third and Fourth Quarters of 2010 will be lower than the Second Quarter of 2010 due to an increase in marketing, the loss of EBITDA contribution following the sale of SI, and expenditures related to launching new clients launching in the second half of 2010.

Please see the Safe Harbor Statement on page 2 of this presentation.

INTERSECTIONS INC.

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