



## Impac Mortgage and HomeAdvisor Announce New Relationship

12/19/13

Impac Mortgage to become the first and exclusive lender for the HomeAdvisor.com network

IRVINE, Calif.--(BUSINESS WIRE)--Dec. 19, 2013-- Impac Mortgage, the residential lending division of Impac Mortgage Holdings, Inc. (NYSE MKT: IMH), and HomeAdvisor have finalized an agreement in which HomeAdvisor.com will advertise Impac Mortgage services to HomeAdvisor consumers who express interest in lending services.

HomeAdvisor is a leading website and mobile app source that connects homeowners with local service professionals for their home repair, maintenance and improvement needs. Harnessing more than 14 years of expertise, HomeAdvisor has connected more than 25 million homeowners to their network of over 85,000 pre-screened, customer-reviewed service professionals. HomeAdvisor also provides a suite of online tools to help homeowners design, budget for and complete their home projects. Access to all of the site's features is free to homeowners with no membership or fees required. HomeAdvisor.com will feature Impac Mortgage as an exclusive mortgage finance provider for online consumers.

Impac Mortgage, through its national call center, will offer HomeAdvisor clients renovation and home improvement mortgage education and products such as FHA 203(k), cash out refinances, and HELOC loans. The exclusive agreement between HomeAdvisor and Impac Mortgage is scheduled to be rolled-out in the first quarter of 2014 and generate mortgage originations beginning in the second quarter of 2014. HomeAdvisor consumers will be channeled through Impac's current call center and recently launched lead generation marketing which together will generate home improvement and renovation loans along with reverse mortgages.

"With 14 years of expertise helping more than 25 million homeowners find a trusted home service professional, HomeAdvisor is a cutting-edge resource in the home industry which Impac Mortgage is proud to further serve, educate and provide mortgage product solutions to meet consumers' unique needs," said Bill Ashmore, Co-Founder and President of Impac Mortgage.

"We are pleased to partner with Impac Mortgage and have their knowledge of financial and real estate solutions available as an additional tool for homeowners," said HomeAdvisor's CEO Chris Terrill.

### About Impac Mortgage

Impac Mortgage Holdings, Inc. (IMH or Impac) provides mortgage and real estate solutions that address the challenges of today's economic environment. Impac's operations include mortgage lending and servicing, portfolio loss mitigation and real estate services as well as the management of the securitized long-term mortgage portfolio which includes the residual interest in securitizations. Impac Mortgage is based in Irvine, CA and operates online at [ImpacMortgage.com](http://ImpacMortgage.com).

### About HomeAdvisor

HomeAdvisor is a leading website and mobile app provider offering resources for home repair and improvement projects. HomeAdvisor's patented [ProFinder](#) technology matches homeowner projects to the nation's largest network of over 85,000 pre-screened, customer-reviewed home improvement professionals. Homeowners can make informed home project decisions using resources including: [Pro Reviews](#), featuring reviews from homeowners who have actually been connected with the service professionals they review; Cost Guide, providing average costs for projects coast-to-coast; [Home911](#), offering dedicated 24/7 emergency home repair support; [DesignMine](#), providing inspiration and collaboration for remodeling projects; as well as robust home trips and project planning tools. Access to all of the site's features is free for homeowners, with no membership or fees required. HomeAdvisor is based in Golden, CO, and is an operating business of IAC (NASDAQ: IACI).

For additional information, questions or comments, please call Justin Moisia in Investor Relations at (949) 475-3988 or email [Justin.Moisio@ImpacMail.com](mailto:Justin.Moisio@ImpacMail.com). Web site: <http://ir.impaccompanies.com> or [www.impaccompanies.com](http://www.impaccompanies.com).



Source: Impac Mortgage Holdings, Inc.

Impac Mortgage Holdings, Inc.  
Justin Moisia  
Investor Relations  
949-475-3988  
[Justin.Moisio@ImpacMail.com](mailto:Justin.Moisio@ImpacMail.com)