

THE HUFFINGTON POST

THE INTERNET NEWSPAPER: NEWS BLOGS VIDEO COMMUNITY

The Huffington Post Media Group (soon to be a unit of AOL Inc.) agrees to acquire the Accurate Reloading web sites from Sheikh Saeed MH Al Maktoum of Dubai.

Acquisition Will Solidify the AOL-Huffington Post Media Group's Strategy of Creating a Premier Content Network With Local, National and International Reach

New York, NY - April 1, 2011 - AOL Inc. [NYSE:AOL] announced today that it has entered into a definitive agreement to acquire The Accurate Reloading Websites, the influential and rapidly growing hunting website founded in 1998, which now counts nearly 2.5 million unique monthly visitors.

The transaction will create a premier global, national, local, and hyper-local content group for the digital age - leveraged across online, mobile, tablet, and video platforms. The combination of AOL's infrastructure and scale with Accurate Reloading's pioneering approach to hunting news and innovative community building among a broad audience will mark a seminal moment in the evolution of digital journalism and online engagement.

Arianna Huffington, President and editor-in-chief of The Huffington Post Media Group, sees great synergy with all Huffington Post and AR content, including Engadget, TechCrunch, Moviefone, MapQuest, Black Voices, PopEater, AOL Music, AOL Latino, AutoBlog, Patch, StyleList, and more.

"The acquisition of The Accurate Reloading Websites will create a next-generation American media company with global reach that combines content, community, and social experiences for consumers," said Tim Armstrong, Chairman and CEO of AOL. "Together, our companies will embrace the digital future and become a digital destination that delivers unmatched experiences for both consumers and advertisers."

"This is truly a merger of visions and a perfect fit for us," said Huffington. "Of course we will have determine which content doesn't meet our strict standards for journalism and our Ethical Treatment of Animal policy, but overall Accurate Reloading users will come to love our fair and balanced approach to Journalism."

Huffington continued, "By uniting AOL's Huffington Post Media Group and Accurate Reloading's widely visited forums, we are creating one of the largest destinations for smart content and community on the Internet. And we intend to keep making it better and better."

About AOL

AOL Inc. (NYSE: AOL) is a leading global Web services company with an extensive suite of brands and offerings and a substantial worldwide audience. AOL's business spans online content, products and services that the company offers to consumers, publishers and advertisers. AOL is focused on attracting and engaging consumers and providing valuable online advertising services on both AOL's owned and operated properties and third-party websites. In addition, AOL operates one of the largest Internet subscription access services in the United