



[www.bankrate.com](http://www.bankrate.com)

*For more information contact:*

Robert J. DeFranco  
Senior Vice President  
Chief Financial Officer  
[www.bankrate.com](http://www.bankrate.com)  
[bdefranco@bankrate.com](mailto:bdefranco@bankrate.com)  
561.630.1230

**FOR IMMEDIATE RELEASE**

**BANKRATE PROVIDES GUIDANCE FOR SECOND QUARTER 2004**

**NEW YORK —June 23, 2004— Bankrate, Inc. (NASDAQ: RATE)**, the Internet's leading consumer banking marketplace announced that it expects to report total revenue of between \$10.0 million to \$10.2 million for the second quarter ending June 30, 2004, compared to total revenue of \$9.6 million in the second quarter of the prior year. The Company expects net income for the second quarter of 2004 to be between \$2.3 million, or \$0.14 per share on a diluted basis, and \$2.45 million, or \$0.15 per share on a diluted basis, excluding one-time severance charges. Last year in the second quarter Bankrate reported net income of \$2.5 million, or \$0.16 per share on a diluted basis, which was the highest in the Company's history.

“We continue to generate strong revenue and profits in our core business, providing an excellent foundation from which to expand,” said newly appointed President and CEO, Thomas R. Evans. “Going forward, we will be implementing a two-pronged approach to growth. Our goal is to continue to develop our current products with additional analytical and comparative financial tools and to pursue new strategic partnerships and/or acquisitions that will broaden our offerings.”

**About Bankrate, Inc.**

Bankrate, Inc. (Nasdaq:RATE) owns and operates Bankrate.com, the Internet's leading consumer banking marketplace. Bankrate.com averages 5 million unique visitors per month, according to comScore Media Metrix, which ranks Bankrate.com first in unique visitors in the "Financial Information and Advice" category. Bankrate.com reviews more than 4,800 financial institutions in more than 300 markets in 50 states. Bankrate.com is a destination site of personal finance channels, including banking, investing, taxes and small business finance. It is the leading aggregator of more than 250 financial products, including mortgages, credit cards, new and used auto loans, money market accounts and CDs, checking and ATM fees, home equity loans and online banking fees. Bankrate.com provides financial applications and information to a network of more than 75 partners, including Yahoo! (Nasdaq: YHOO), America Online (NYSE: AOL), The Wall Street Journal (NYSE: DJ) and The New York Times (NYSE: NYT). Bankrate.com's information is also distributed through more than 100 national and state publications.

Certain matters included in the discussion above may be considered to be "forward-looking statements" within the meaning of the Securities Act of 1933 and the Securities Exchange Act of 1934, as amended by the Private Securities Litigation Reform Act of 1995. Those statements include statements regarding the intent, belief or current expectations of the Company and members of our management team. Such forward-looking statements include, without limitation, statements made with respect to future revenue, revenue growth, market acceptance of our products, and profitability. Investors and prospective investors are cautioned that any such forward-looking statements are not guarantees of future performance and involve risks and uncertainties, and that actual results may differ materially from those contemplated by such forward-looking statements. Important factors currently known to management that could cause actual results to differ materially from those in forward-looking statements include the following: our success depends on Internet advertising revenue, interest rate volatility, establishing and maintaining distribution arrangements, and increased acceptance of the Internet by consumers as a medium for obtaining financial product information; we have a history of losses; we use barter transactions which do not generate cash; our markets are highly competitive; our Web site may encounter technical problems and service interruptions; we rely on the protection of our intellectual property; we may face liability for information on our Web site; future government regulation of the Internet is uncertain and subject to change; we may be limited or restricted in the way we establish and maintain our online relationships by laws generally applicable to our business; our ownership is heavily concentrated; our success may depend on management and key employees; we may encounter difficulties with future acquisitions; our results of operations may fluctuate significantly; our stock price may be particularly volatile because of the industry we are in; and, if our common stock price drops significantly, we may be delisted from the Nasdaq National Market, which could eliminate the trading market for our common stock. These and additional important factors to be considered are set forth under "Item 1. Business - Risk Factors," "Item 7. Management's Discussion and Analysis of Financial Condition and Results of Operations" and in the other sections of our Annual Report on Form 10-K for the year ended December 31, 2003, and in our other filings with the Securities and Exchange Commission. We undertake no obligation to update or revise forward-looking statements to reflect changed assumptions, the occurrence of unanticipated events or changes to future operating results or expectations.

###