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**FOR IMMEDIATE RELEASE**

**BANKRATE NAMES RICHARD STALZER SENIOR VICE PRESIDENT  
AND CHIEF REVENUE OFFICER**

**NEW YORK, NY, February 13, 2004** – **Bankrate, Inc. (NASDAQ: RATE)**, the Internet's leading consumer banking marketplace, announced today the appointment of Richard Stalzer as Senior Vice President and Chief Revenue Officer effective on February 23, 2004. Mr. Stalzer replaces Ned Newhouse who has resigned from the position to pursue other opportunities.

Commenting on the appointment, Bankrate CEO Elisabeth DeMarse said: “We are very pleased to have Richard Stalzer on board as a member of our senior management team. Richard is a recognized financial media expert who has built very successful ad teams. His recent and earlier career experience is ideal for the marketplace we serve. He has well-established relationships with many of our major advertisers and a great deal of energy to focus on the continuing expansion of our ad revenue and advertiser base. We wish to thank Ned Newhouse who has contributed greatly to Bankrate’s success over the past three and a half years.”

Mr. Stalzer joins Bankrate from MSN-Microsoft Corporation where he was East Coast Financial Service Director responsible for \$27 million in revenue from financial services companies. At MSN, he developed the media sales strategy working closely with the MSN Money product team. In his prior position as Director of Agency Relations at MSN, Mr. Stalzer was responsible for driving \$100 million in advertising revenue through advertising agencies. Prior to MSN, he was Advertising Director for Advertising Age, Vice President of Sales for ETRADE Financial Group,

and held progressively more responsible positions in the advertising department at MONEY Magazine.

### **About Bankrate, Inc.**

Bankrate, Inc. (Nasdaq:RATE) owns and operates Bankrate.com, the Internet's leading consumer banking marketplace. Bankrate.com averages 4 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. The Company's stock is included in the Russell 3000 Index and the Russell 2000 Index.

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