

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549**

**FORM 8-K**

**CURRENT REPORT**

**Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934**

Date of Report (Date of earliest event reported): **August 26, 2012**

**IAC/INTERACTIVECORP**

(Exact name of registrant as specified in charter)

**Delaware**  
(State or other jurisdiction  
of incorporation)

**0-20570**  
(Commission  
File Number)

**59-2712887**  
(IRS Employer  
Identification No.)

**555 West 18th Street, New York, NY**  
(Address of principal executive offices)

**10011**  
(Zip Code)

Registrant's telephone number, including area code: **(212) 314-7300**

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

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**Item 8.01 Other Events**

On August 26, 2012, IAC/InterActiveCorp, a Delaware corporation (the "Registrant" or "IAC") entered into a stock purchase agreement (the "Agreement") with The New York Times Company, a New York corporation (the "Seller"), pursuant to which IAC has agreed to acquire 100% of The About Group (consisting of About.com, ConsumerSearch.com, CalorieCount.com and related businesses) from the Seller for \$300 million in cash.

The obligations of the Registrant and the Seller to complete the transaction contemplated by the Agreement are subject to customary closing conditions and regulatory approvals. The transaction is expected to close in the next several weeks and upon closing, the results of The About Group will be reported in IAC's Search and Applications reporting segment.

On August 26, 2012, IAC issued a press release relating to the transaction, which is furnished herewith as Exhibit 99.1 hereto.

**Item 9.01 Financial Statements and Exhibits**

(d) Exhibits

| <u>Exhibit Number</u> | <u>Description</u>   |
|-----------------------|--|
| Exhibit 99.1          | Press Release of IAC/InterActiveCorp, dated as of August 26, 2012. |

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**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

IAC/INTERACTIVECORP

By: /s/ Gregg Winiarski  
Name: Gregg Winiarski  
Title: Senior Vice President,  
General Counsel and Secretary

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Date: August 29, 2012



## IAC's Ask.com Acquires The About Group from the New York Times Company

**NEW YORK, August 26, 2012** /PRNewswire/ — Today IAC (Nasdaq: IACI) announced that Ask.com has agreed to acquire 100% of The About Group from The New York Times Company (NYSE: NYT) for \$300 million in cash.

“The About.com acquisition is completely in line with IAC’s M&A strategy of acquiring, at disciplined valuations, companies that are complementary and synergistic with both our existing businesses and our areas of expertise,” said Greg Blatt, CEO of IAC. “We are extremely excited to bring these two businesses together; About.com’s content will differentiate and greatly increase the authority of Ask.com’s offerings, while Ask’s expertise in search technology and user experience will improve the discoverability of existing content on About.com. The complementary nature of these two businesses will provide significant synergies going forward, and thus we expect that About.com will generate more profit as a part of Ask.com and IAC than it has been able to over the last few years.”

With nearly 1,000 topic sites and more than three million unique articles, About.com is one of the most comprehensive content and reference libraries on the Internet, offering expert, quality content across 90,000 topics that helps users find solutions to a wide range of daily needs. Globally, nearly 100 million unique users visit About.com on a monthly basis. Ask.com, with more than 100 million users globally of its own, is one of the leading search and Q&A platforms on the internet.

“This is a rare merger with true bilateral synergies,” said Joey Levin, CEO of IAC Search & Applications. “On the one hand, the Ask.com search and content business has generated exceptional revenue and profit growth by marketing and distributing a quality consumer search and Q&A experience, and About provides Ask with a tremendous amount of quality content to further enhance that experience and the credibility of the Ask brand. On the other hand, About.com has created, and today continues to grow, a library of content which consumers love across a vast array of categories, and we can now market and distribute that content and the About brand through Ask and significantly increase traffic and profitability at About.”

Upon closing, The About Group will join IAC’s Search and Applications reporting segment, joining Ask.com, Dictionary.com, Mindspark, nRelate, and Pronto. Darline Jean, About’s CEO, will report to Doug Leeds, Ask.com CEO. This segment has recorded double digit growth for the last two years, consistently outperforming expectations and driving the company’s total revenue and profits. The deal was signed on Sunday August 26, 2012.

### About IAC

IAC (NASDAQ: IACI) is a leading media and Internet company comprised of more than 150 brands and products, including Match.com, Ask.com, CollegeHumor, and CityGrid Media.

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Focused in the areas of Search, Match, Local and Media, IAC’s family of websites is one of the largest in the world, with nearly a billion monthly visits across more than 30 countries. The company is headquartered in New York City with offices in various locations throughout the U.S. and internationally. To view a full list of the companies of IAC, please visit our website at [www.iac.com](http://www.iac.com).

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#### Contact Information:

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