

## CreditCards.Com files for \$115M IPO

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CreditCards.Com Inc. intends to hit the NASDAQ market soon via a \$115 million initial public offering.

The Austin-based Web site that allows consumers to shop around for credit cards filed the paperwork for an IPO with U.S. regulators today. Credit Suisse, Thomas Weisel Partners LLC and Citigroup Inc. are underwriting the IPO, according to the documents filed with the U.S. Securities and Exchange Commission.

Austin Ventures holds a 65 percent interest in the four-year-old company. Austin Ventures recapitalized Austin-based **CreditCards.com** and named a new CEO in November. Elisabeth DeMarse, former CEO of Bankrate, was named CEO. She formerly served in senior management roles at companies such as Hoover's Inc., Bloomberg LP, and Citibank.