

Business.com could sell for up to \$400 mln: report

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NEW YORK (Reuters) - The Business.com Internet domain and search engine is for sale and could fetch between \$300 million and \$400 million, The Wall Street Journal Online reported on Friday.

The closely held business is expected to attract interest from companies like Dow Jones & Co. and New York Times Co., the Journal said, citing people familiar with the matter. Two entrepreneurs bought the domain name for \$7.5 million in 1999, a record at the time.

None of the companies mentioned in the report was immediately available to comment.

Santa Monica, California-based Business.com runs a search engine, directory, and pay-per-click advertising network with more than six million monthly unique visitors, according to the site.

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