

LoopNet, Inc.  
Form DEFA14A  
April 13, 2009

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549  
SCHEDULE 14A  
(RULE 14a-101)**

Proxy Statement Pursuant to Section 14(a) of the Securities  
Exchange Act of 1934 (Amendment No. )

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

Preliminary Proxy Statement

**Confidential, for Use of the Commission Only (as permitted by Rule 14a- 6(e)(2) )**

Definitive Proxy Statement

Definitive Additional Materials

Soliciting Material Pursuant to Rule 14a-12

**LOOPNET, INC.**

(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

No fee required.

Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

(1) Title of each class of securities to which transaction applies:

(2) Aggregate number of securities to which transaction applies:

(3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):

(4) Proposed maximum aggregate value of transaction:

(5) Total fee paid:

Fee paid previously with preliminary materials.

Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

(1) Amount Previously Paid:

(2) Form, Schedule or Registration Statement No.:

(3) Filing Party:

(4) Date Filed:



C 1234567890 MR ANDREW SAMPLE 1234 AMERICA DRIVE ANYWHERE, IL 60661  
IMPORTANT ANNUAL STOCKHOLDERS MEETING INFORMATION YOUR VOTE COUNTS!  
Stockholder Meeting Notice 123456 C0123456789 12345 Important Notice Regarding the Availability of  
Proxy Materials for the LoopNet, Inc. Stockholder Meeting to be Held on May 28, 2009 Under new  
Securities and Exchange Commission rules, you are receiving this notice that the proxy materials for the  
annual stockholders meeting are available on the Internet. Follow the instructions below to view the  
materials and vote online or request a copy. The items to be voted on and location of the annual meeting  
are on the reverse side. Your vote is important! This communication presents only an overview of the  
more complete proxy materials that are available to you on the Internet. We encourage you to access and  
review all of the important information contained in the proxy materials before voting. The proxy  
statement and annual report to shareholders are available at: [www.edocumentview.com/LOOP](http://www.edocumentview.com/LOOP) ? Easy  
Online Access A Convenient Way to View Proxy Materials and Vote When you go online to view  
materials, you can also vote your shares. Step 1: Go to [www.edocumentview.com/LOOP](http://www.edocumentview.com/LOOP) to view the  
materials. Step 2: Click on Cast Your Vote or Request Materials. Step 3: Follow the instructions on the  
screen to log in. Step 4: Make your selection as instructed on each screen to select delivery preferences  
and vote. When you go online, you can also help the environment by consenting to receive electronic  
delivery of future materials. Obtaining a Copy of the Proxy Materials If you want to receive a paper or  
e-mail copy of these documents, you must request one. There is no charge to you for requesting a copy.  
Please make your request for a copy as instructed on the reverse side on or before May 18, 2009 to  
facilitate timely delivery. C O Y + <STOCK#> 011G5B

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Stockholder Meeting Notice LoopNet, Inc. s Annual Meeting of Stockholders will be held on May 28, 2009 at 185 Berry Street, San Francisco, CA 94107 at 9:00 a.m., Pacific Daylight Time. Proposals to be voted on at the meeting are listed below along with the Board of Directors recommendations. The Board of Directors recommends that you vote FOR the following proposals: 1. Election of Directors: Richard J. Boyle, Jr., Scott Ingraham. 2. To ratify the appointment of Ernst & Young as LoopNet, Inc. s independent registered public accountant. PLEASE NOTE YOU CANNOT VOTE BY RETURNING THIS NOTICE. To vote your shares you must vote online or request a paper copy of the proxy materials to receive a proxy card. If you wish to attend and vote at the meeting, please bring this notice with you. Here s how to order a copy of the proxy materials and select a future delivery preference: Paper copies: Current and future paper delivery requests can be submitted via the telephone, Internet or email options below. Email copies: Current and future email delivery requests must be submitted via the Internet following the instructions below. If you request an email copy of current materials you will receive an email with a link to the materials. PLEASE NOTE: You must use the numbers in the shaded bar on the reverse side when requesting a set of proxy materials. 3 Internet Go to [www.edocumentview.com/LOOP](http://www.edocumentview.com/LOOP). Click Cast Your Vote or Request Materials. Follow the instructions to log in and order a paper or email copy of the current meeting materials and submit your preference for email or paper delivery of future meeting materials. 3 Telephone Call us free of charge at 1-866-641-4276 using a touch-tone phone and follow the instructions to log in and order a paper copy of the materials by mail for the current meeting. You can also submit a preference to receive a paper copy for future meetings. 3 Email Send email to [investorvote@computershare.com](mailto:investorvote@computershare.com) with Proxy Materials LoopNet, Inc. in the subject line. Include in the message your full name and address, plus the three numbers located in the shaded bar on the reverse, and state in the email that you want a paper copy of current meeting materials. You can also state your preference to receive a paper copy for future meetings. To facilitate timely delivery, all requests for a paper copy of the proxy materials must be received by May 18, 2009. 011G5B

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\*\*\* Exercise Your Right to Vote \*\*\* IMPORTANT NOTICE Regarding the Availability of Proxy  
Materials Meeting Information Meeting Type: Annual Meeting LOOPNET, INC For holders as of:  
April 01, 2009 Date: May 28, 2009 Time: 9:00 AM PDT B Location: LoopNet, Inc. A 185 Berry  
Street R San Francisco, CA 94107 C BROKER LOGO O HERE D You are receiving  
this communication because you hold E shares in the above named company. Return Address Line  
1 Return Address Line 2 This is not a ballot. You cannot use this notice to vote Return Address Line 3  
these shares. This communication presents only an 51 MERCEDES WAY EDGEWOOD NY 11717  
overview of the more complete proxy materials that are available to you on the Internet. You may view  
the proxy Investor Address Line 1 Investor Address Line 2 1 materials online at [www.proxyvote.com](http://www.proxyvote.com) or  
easily request a Investor Address Line 3 paper copy (see reverse side). Investor Address Line 4 15 12 OF  
Investor Address Line 5 We encourage you to access and review all of the John Sample 2 important  
information contained in the proxy materials 1234 ANYWHERE STREET before voting. ANY  
CITY, ON A1A 1A1 See the reverse side of this notice to obtain proxy materials and voting instructions.  
Broadridge Internal Use Only Job # Envelope # Sequence # # of # Sequence #

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Before You Vote How to Access the Proxy Materials Proxy Materials Available to VIEW or RECEIVE:  
1. Annual Report 2. Notice & Proxy Statement How to View Online: Have the 12-Digit Control Number available (located on the following page) and visit: [www.proxyvote.com](http://www.proxyvote.com). How to Request and Receive a PAPER or E-MAIL Copy: If you want to receive a paper or e-mail copy of these documents, you must request one. There is NO charge for requesting a copy. Please choose one of the following methods to make your request: 1) BY INTERNET: [www.proxyvote.com](http://www.proxyvote.com) 2) BY TELEPHONE: 1-800-579-1639 3) BY E-MAIL\*: [sendmaterial@proxyvote.com](mailto:sendmaterial@proxyvote.com) \* If requesting materials by e-mail, please send a blank e-mail with the 12-Digit Control Number (located on the following page) in the subject line. Requests, instructions and other inquiries sent to this e-mail address will NOT be forwarded to your investment and other inquiries sent to this e-mail address will NOT be forwarded to your investment advisor. Please make the request as instructed above on or before May 14, 2009 to facilitate timely delivery. . To facilitate timely delivery please make the request as instructed above on or before  
How To Vote Please Choose One of The Following Voting Methods Vote In Person: If you choose to vote these shares in person at the meeting, you must request a legal proxy. To do R2.09.03.15 so, please follow the instructions at [www.proxyvote.com](http://www.proxyvote.com) or request a paper copy of the materials, which will contain the appropriate instructions. Many shareholder meetings have attendance requirements including, but not limited to, the possession of an attendance ticket issued by the entity holding the meeting. Please check the meeting materials for any special requirements for meeting attendance.  
Vote By Internet: To vote now by Internet, go to [www.proxyvote.com](http://www.proxyvote.com). Have the 12 Digit Control Number available and follow the instructions. Internal Use Only Vote By Mail: You can vote by mail by requesting a paper copy of the materials, which will include a voting instruction form.

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Voting items The Board of Directors recommends that you vote For the following. 1. Election of Directors Nominees 01 Richard J. Boyle, Jr. 02 Scott Ingraham The Board of Directors recommends you vote FOR the following proposal(s). B 2 To ratify the appointment of Ernst & Young as LoopNet, Inc s independent registered public accountant. A R NOTE: Such other business as may properly come before the meeting or any adjournment thereof. C O D E R2.09.03.15 \_3 ??0000 0000 0000 0000020265 Broadridge Internal Use Only xxxxxxxxxxx xxxxxxxxxxx Cusip Job # Envelope # Sequence # # of # Sequence #

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Reserved for Broadridge Internal Control Information Voting Instructions THIS SPACE RESERVED  
FOR LANGUAGE PERTAINING TO BANKS AND BROKERS R2.09.03.15 AS REQUIRED BY THE  
NEW YORK STOCK EXCHANGE 0000020265\_4 Broadridge Internal Use Only P99999-010 Job #  
THIS SPACE RESERVED FOR SIGNATURES IF APPLICABLE Envelope # 12 Sequence15 # #  
of # Sequence # # OF #