

INTERNET BRANDS, INC.  
Form SC 13G/A  
January 23, 2009

OMB APPROVAL  
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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

**SCHEDULE 13G/A**

**Under the Securities Exchange Act of 1934  
(Amendment No. 1)\***

Internet Brands, Inc.  
(Name of Issuer)  
Common Stock  
(Title of Class of Securities)  
460608102  
(CUSIP Number)  
December 31, 2008  
(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- Rule 13d-1(b)
- Rule 13d-1(c)
- Rule 13d-1(d)

\* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be filed for the purpose of Section 18 of the Securities Exchange Act of 1934 ( Act ) or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

CUSIP No. 460608102

**1** NAMES OF REPORTING PERSONS  
Penske Automotive Group, Inc.

CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS)

**2**  
(a)   
(b)

**3** SEC USE ONLY

**4** CITIZENSHIP OR PLACE OF ORGANIZATION  
DE

**5** SOLE VOTING POWER  
NUMBER OF -0-

**6** SHARED VOTING POWER  
SHARES BENEFICIALLY OWNED BY 428,202 (1)

**7** SOLE DISPOSITIVE POWER  
EACH REPORTING PERSON -0-

**8** SHARED DISPOSITIVE POWER  
WITH: 428,202 (1)

**9** AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  
428,202(1)

**10** CHECK IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS)

b

**11** PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

1.0%

**12** TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

CO

(1) Includes 196,072 shares which the reporting person has the right to acquire under warrants with an acquisition price of \$8.06 per share.

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CUSIP No. 460608102

**1** NAMES OF REPORTING PERSONS  
Penske Motor Group, Inc.

CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS)

**2**  
(a)   
(b)

**3** SEC USE ONLY

**4** CITIZENSHIP OR PLACE OF ORGANIZATION  
DE

**5** SOLE VOTING POWER  
NUMBER OF -0-

**6** SHARED VOTING POWER  
SHARES BENEFICIALLY OWNED BY 103,526(1)

**7** SOLE DISPOSITIVE POWER  
EACH REPORTING PERSON -0-

**8** SHARED DISPOSITIVE POWER  
WITH: 103,526(1)

**9** AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  
103,526 (1)

**10** CHECK IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS)

b

**11** PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

0.3%

**12** TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

CO

(1) Consists of shares which the reporting person has the right to acquire under warrants with an acquisition price of \$8.06 per share.

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CUSIP No. 460608102

**1** NAMES OF REPORTING PERSONS  
PCP Holdings, Inc.

CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS)

**2**  
(a)   
(b)

**3** SEC USE ONLY

**4** CITIZENSHIP OR PLACE OF ORGANIZATION  
DE

**5** SOLE VOTING POWER  
NUMBER OF -0-

**6** SHARED VOTING POWER  
SHARES BENEFICIALLY OWNED BY 1,309,354

**7** SOLE DISPOSITIVE POWER  
EACH REPORTING PERSON -0-

**8** SHARED DISPOSITIVE POWER  
WITH: 1,309,354

**9** AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  
1,309,354

**10** CHECK IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS)

b

**11** PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

3.2%

**12** TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

CO

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CUSIP No. 460608102

**1** NAMES OF REPORTING PERSONS  
Penske Corporation

CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS)

**2**  
(a)   
(b)

**3** SEC USE ONLY

**4** CITIZENSHIP OR PLACE OF ORGANIZATION  
DE

**5** SOLE VOTING POWER  
NUMBER OF -0-

**6** SHARED VOTING POWER  
SHARES BENEFICIALLY OWNED BY 1,841,082(1)

**7** SOLE DISPOSITIVE POWER  
EACH REPORTING PERSON -0-

**8** SHARED DISPOSITIVE POWER  
WITH: 1,841,082(1)

**9** AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  
1,841,082(1)



**10** CHECK IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS)

o

**11** PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

4.5%

**12** TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

CO

(1) Includes 299,598 of shares which the reporting person has the right to acquire under warrants with an acquisition price of \$8.06 per share.

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CUSIP No. 460608102

**1** NAMES OF REPORTING PERSONS  
Roger S. Penske

CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS)

**2**  
(a)   
(b)

**3** SEC USE ONLY

**4** CITIZENSHIP OR PLACE OF ORGANIZATION  
US

**5** SOLE VOTING POWER  
NUMBER OF 51,788(2)

**6** SHARED VOTING POWER  
SHARES BENEFICIALLY OWNED BY 1,841,082(1)

**7** SOLE DISPOSITIVE POWER  
EACH REPORTING PERSON 51,788(2)

**8** SHARED DISPOSITIVE POWER  
WITH: 1,841,082(1)

**9** AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  
1,892,870(1)

**10** CHECK IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS)

o

**11** PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

4.6%

**12** TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

IN

(1) Includes 299,598 of shares which the reporting person has the right to acquire under warrants with an acquisition price of \$8.06 per share.

(2) Includes 48,437 of shares which the reporting person has the right to acquire under options.

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**Item 1. Security and Issuer.**

- (a) Name of Issuer: Internet Brands, Inc.
- (b) Address of Issuer's Principal Executive Offices:  
909 North Sepulveda Blvd., 11<sup>th</sup> Floor  
El Segundo, CA 90245

**Item 2. Identity and Background.**

- (a) Name of Person Filing: Penske Corporation
- (b) Address of Principal Business Office or, if none, Residence of:  
2555 Telegraph Road, Bloomfield Hills, MI 48302

(c) Citizenship of Filing Person: A Delaware corporation

(d) Title of Classes of Securities: Common Stock

(e) CUSIP Number 460608102

(a) Name of Person Filing: Penske Automotive Group, Inc.

(b) Address of Principal Business Office or, if none, Residence of:  
2555 Telegraph Road, Bloomfield Hills, MI 48302

(c) Citizenship of Filing Person: A Delaware corporation

(d) Title of Classes of Securities: Common Stock

(e) CUSIP Number 460608102

(a) Name of Person Filing: PCP Holdings, Inc.

(b) Address of Principal Business Office or, if none, Residence of:  
2555 Telegraph Road, Bloomfield Hills, MI 48302

(c) Citizenship of Filing Person: A Delaware corporation

(d) Title of Classes of Securities: Common Stock

(e) CUSIP Number 460608102

(a) Name of Person Filing: Penske Motor Group, Inc.

(b) Address of Principal Business Office or, if none, Residence of:  
3534 N. Peck Rd., El Monte, CA 91731

(c) Citizenship of Filing Person: A Delaware corporation

(d) Title of Classes of Securities: Common Stock

(e) CUSIP Number 460608102

(a) Name of Person Filing: Roger S. Penske.

(b) Address of Principal Business Office or, if none, Residence of:  
2555 Telegraph Road, Bloomfield Hills, MI 48302

(c) Citizenship of Filing Person: US

(d) Title of Classes of Securities: Common Stock

(e) CUSIP Number 460608102

**Item 3. If this statement is filed pursuant to Rule 13d-1(b), or 13d-2(b) or (c), check whether the person filing is**  
**a:**

Not Applicable

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**Item 4. Ownership.**

See pages 2-6 for the beneficial ownership of the reporting persons, whose aggregate ownership is now below 5%. The reporting persons expressly disclaim beneficial ownership of any shares of common stock held of record by the other reporting persons.

**Item 5. Ownership of Five Percent or Less of a Class.**

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than 5 percent of the class of securities, check the following [X].

**Item 6. Ownership of More than Five Percent on behalf of Another Person.**

Not applicable

**Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company or Control Person**

Not Applicable

**Item 8. Identification and Classification of Members of the Group.**

See Exhibit 1 previously filed.

**Item 9. Notice of Dissolution of Group.**

Not Applicable

**Item 10. Certifications.**

Not Applicable

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**SIGNATURE**

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

January 23, 2009

PENSKE CORPORATION

By: /s/ Robert H. Kurnick, Jr.

Name: Robert H. Kurnick, Jr.

Its: President