Demand Media

YOUR TOTAL REWARDS STATEMENT

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2016 Company Priorities

1. Grow revenue
2. Grow audience and customers
3. Build products we are proud of
4. Return to profitability
5. Build a world class team

YOUR TOTAL REWARDS STATEMENT

Dear Jennifer,

Our success is our people. We make it a top priority to bring great individuals into our organization and we invest in you by offering competitive salaries and a comprehensive benefits program.

For your convenience we have prepared this estimated Total Rewards Statement for the period of March 1, 2016 – February 28, 2017. This is to help you understand the full value of your total benefits package.

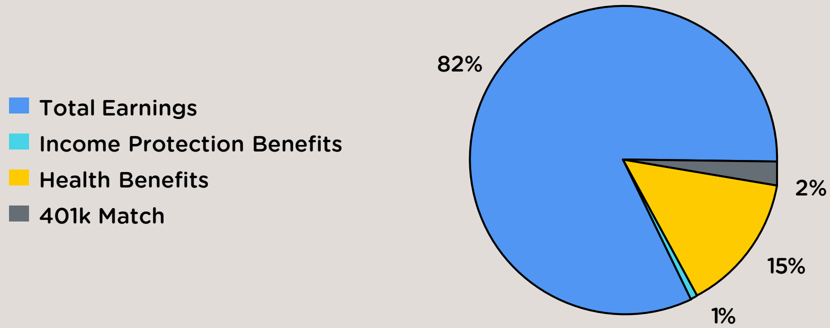
If there is a specific benefit that you would like to discuss or if you have a question regarding this statement, please do not hesitate to contact the People Team.

On behalf of the entire leadership team here at Demand Media, we thank you for your dedication and hard work.

Let's continue to be great!

Sincerely,

People Team



Values less than 1% will not display.

Estimated Earnings		
Base Salary	$	XX
Bonus	$	XX
Target Variable Comp		XX
Total Earnings	**$**	**XX**

Your Benefits		Demand Media's Annual Cost
401(k) Match	$	XX
Medical	$	XX
Dental	$	XX
Vision	$	XX
Short Term Disability	$	XX
Long Term Disability	$	XX
Basic Life and AD&D	$	XX
Employee Assistance Program	$	XX
Total Benefits	**$**	**XX**

YOUR TOTAL REWARDS $XX

Important: *This statement is intended to summarize your company provided benefits and earnings. The annual values above are based on your eligibility, benefit elections, and salary as of 3/1/2016 and assume a full year's employment from March 1, 2016 through February 28, 2017. Premium increases that may occur in January 2017 are not reflected on this statement. If you believe your statement contains errors, please contact the People Team. Should any information in this statement conflict with any benefit plan documents, the terms in the plan documents shall prevail. Demand Media reserves the right to amend, change or terminate the plans at any time. Nothing in this statement should be construed as changing the at-will nature of your employment with the Company, or as a promise to continue your employment with the Company for any specified period of time.*

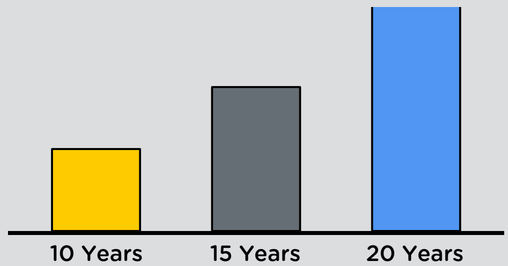
Retirement & Savings Benefits

401(k) Plan: Through the 401(k) Plan, you and Demand Media work as partners to help build your financial security for retirement. Eligible employees may contribute up to the IRS limit ($18,000 in 2016; $24,000 if age 50+ during the calendar year) through payroll deductions. Demand Media may make a pre-tax discretionary matching contribution equal to 50% of the first 6% of salary you contribute.

As of 3/1/2016, you were contributing 6.0% of your earnings pre-tax into your account. You are XX% vested in Company matching contributions made to your account. Estimated contributions to your account for 2016 are shown below. The chart below shows the potential value of your account if you continue to contribute at your current rate.

Your Pre-Tax Contribution	$XX
Demand Media's Matching Contribution	$XX
Your Account Balance as of 3/1/2016	$XX

Future Value of Your 401(k) Account



<u>Neither the projections nor any of the foregoing assumptions are guarantees of specific performance.</u> These estimates are based on the following assumptions: (1) a 2% average annual increase in earnings, (2) average annual investment return of 5%, (3) current employee/employer percentages, and (4) the employee takes advantage of the catch-up provision upon reaching age 50.

Stock Plans

Please be advised that there is no guarantee of future stock price performance. For illustrative purposes, the closing price on March 1, 2016, $5.50 for Demand Media (DMD), and (if applicable) $8.51 for Rightside (NAME). Refresher grants (if applicable) granted in 2016 Q1 are included in the breakdown below.

Stock Options: Demand Media granted you the following stock options in CY2015 and 2016 Q1, the status of which is reflected as of March 1, 2016. The value of your stock options is determined by the difference between the stock price on the date you exercise the option, and the strike price.

Date	Unvested Shares	Strike Price	Unvested Value
10/13/2015	XX	$XX	$XX
12/30/1899	XX	$XX	$XX
12/30/1899	XX	$XX	$XX
12/30/1899	XX	$XX	$XX

Restricted Stock Units

TOTAL GRANTED AWARDS
The number of RSUs granted reflects the post-spin equivalent Demand Media awarded to you as an employee. This does not reflect, as applicable, any conversion to Rightside (NAME) shares in connection with the spin-off.

Symbol	# of Awards	# of RSUs Granted
DMD	XX	XX

UNVESTED AWARDS - including DMD awards converted to NAME Awards
Unvested values, for Demand Media (DMD), and (if applicable) Rightside (NAME), are reflected as of March 1, 2016.

Symbol	Total # of Unvested RSUs	Unvested Value
DMD	XX	$XX

Employee Stock Purchase Plan: The Demand Media ESPP offered participants the opportunity to voluntarily purchase company stock at a 15% discount in accordance with the terms of the ESPP. Figures below represent the realized value of the company stock purchased in CY2015.

Shares Purchased	Purchase Price	Value on Purchase Date	Total Discount
XX	$XX	$XX	$XX

Health Insurance Benefits

Demand Media offers eligible employees comprehensive health care insurance. Your coverage as of 3/1/2016 is shown below.

Plan	Details
Aetna PPO Plus Medical Plan EE+Family Coverage	Calendar year deductible: $250/person, $500/family; Out-of-pocket maximum: $3,000/person, $6,000/family; $15 office visit copay (network providers); Prescription coverage included.
Aetna Dental PPO Plan EE+Spouse Coverage	Calendar year deductible: $50/person, $150/family; Calendar year maximum: $2,500/person; Network Provider Coverage: Diagnostic & Preventive: 100%, deductible waived; Basic: 90%; Major: 60%; Orthodontic (adults & children): 50%, up to maximum lifetime benefit of $2,000/person.
Aetna Vision Plan EE+Family Coverage	Once every 12 months: Exam: covered in full after $10 copay; Frame: $130 allowance; Plastic Lenses: covered in full after copay; Contact Lenses: $130 allowance.

Income Protection Benefits

Disability: Demand Media provides disability coverage to help provide a source of income if you become disabled by illness or injury and are unable to work. Short term disability (STD) covers periods of disability 12 weeks or less; benefits begin after a 7 day waiting period. Long term disability (LTD) covers periods of disability of more than 90 days.

Type	Percent Of Earnings	Maximum Benefit
STD	60%	$2,500/week
LTD	60%	$10,000/month

Life and AD&D: Demand Media provides basic life and accidental death and dismemberment (AD&D) insurance coverage to eligible employees at an amount equal to two times your annual salary, to a maximum benefit of $500,000. Supplemental coverage is also available at an additional cost to you for yourself, your spouse, and your dependent children. A Travel Assistance Program is also provided by the company to assist you and your family when traveling at least 100 miles from home for 90 days or less.

- Your life and AD&D benefit as of 3/1/2016: $XX

Paid Time Off Benefits

Time Off Type	Hours Accrued as of 3/14/2016	Accrued Cash Value	Annual Accrual Rate as of 3/14/2016	Annual Cash Value
Vacation	XX	$XX	XX	$XX
Holidays	XX	$XX	XX	$XX
Sick Days	XX	$XX	XX	$XX

You may also be eligible for bereavement leave, jury duty leave, and military leave. Only accrued but unused vacation days will be paid out, if applicable, upon termination of your employment with the Company.

Paid-to-Play

Paid-to-Play (P2P) is a life enrichment program designed to enhance your vacations by funding those elements that are directly related to those experiences. Please review the P2P policy for full details on eligibility.

Flexible Spending Accounts

Demand Media provides the opportunity to enroll in Flexible Spending Accounts (FSAs) to help you save on eligible health and dependent care expenses by paying for them with pre-tax dollars.

Flexible Sending Account	2016 Maximum	Your 2016 Election
Health Care	$2,550	$XX
Dependent Care	$5,000	$XX

Other Valuable Benefits

- Annual Bonus Program
- Casual Dress & Work Environment
- Educational Reimbursement
- Employee Assistance Program
- Employee Discounts
- Free Parking or Cash Back
- Work Visa & Green Card Sponsorship
- Friday Lunches
- Gym Subsidy Program
- Lynda.com
- Maternity/Paternity Paid Leave
- Office Snacks & Drinks
- Onsite Dry Cleaning Services
- Onsite Car Wash Services
- Onsite Yoga Classes
- Pet Friendly Environment
- Referral Bonuses
- Stretch Room
- Urban Sitter
- Volunteer Time Off