

BANKRATE INC  
Form 3/A  
September 25, 2009

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
30(h) of the Investment Company Act of 1940

(Print or Type Responses)

|   |   |   |   |   |   |
|---|---|---|---|---|---|
| <p>1. Name and Address of Reporting Person *</p> <p>Â BEN Merger Sub, Inc.</p> <p>(Last) (First) (Middle)</p> <p>601 LEXINGTON AVENUE,<br/>53RD FLOOR,Â</p> <p>(Street)</p> <p>NEW YORK,Â NYÂ 10022</p> <p>(City) (State) (Zip)</p> | <p>2. Date of Event Requiring Statement</p> <p>(Month/Day/Year)</p> <p>09/22/2009</p> | <p>3. Issuer Name and Ticker or Trading Symbol</p> <p>BANKRATE INC [RATE]</p> | <p>4. Relationship of Reporting Person(s) to Issuer</p> <p>(Check all applicable)</p> <p><input type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner<br/><input type="checkbox"/> Officer <input type="checkbox"/> Other<br/>(give title below) (specify below)</p> | <p>5. If Amendment, Date Original Filed(Month/Day/Year)</p> <p>08/25/2009</p> | <p>6. Individual or Joint/Group Filing(Check Applicable Line)</p> <p><input type="checkbox"/> Form filed by One Reporting Person<br/><input checked="" type="checkbox"/> Form filed by More than One Reporting Person</p> |
|---|---|---|---|---|---|

**Table I - Non-Derivative Securities Beneficially Owned**

| 1. Title of Security<br>(Instr. 4)       | 2. Amount of Securities Beneficially Owned<br>(Instr. 4) | 3. Ownership Form:<br>Direct (D)<br>or Indirect (I)<br>(Instr. 5) | 4. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|--|--|---|--|
| Common Stock, par value \$0.01 per share | 4,263,102 <u>(1)</u> <u>(2)</u> <u>(3)</u> <u>(5)</u>    | I   | See Footnote <u>(4)</u>                                  |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly. SEC 1473 (7-02)

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

| 1. Title of Derivative Security<br>(Instr. 4) | 2. Date Exercisable and Expiration Date<br>(Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security<br>(Instr. 4)<br><br>Title | 4. Conversion or Exercise Price of Derivative Security | 5. Ownership Form of Derivative Security:<br>Direct (D) | 6. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|---|---|---|--|---|--|
|---|---|---|--|---|--|

| Date<br>Exercisable | Expiration<br>Date | Amount or<br>Number of<br>Shares | or Indirect<br>(I)<br>(Instr. 5) |
|---------------------|--------------------|----------------------------------|----------------------------------|
|---------------------|--------------------|----------------------------------|----------------------------------|

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |              |         |       |
|--|---------------|--------------|---------|-------|
|  | Director      | 10%<br>Owner | Officer | Other |
| BEN Merger Sub, Inc.<br>601 LEXINGTON AVENUE, 53RD FLOOR<br>NEW YORK, NY 10022                                 | ^             | ^ X          | ^       | ^     |
| Apax US VII, L.P.<br>P.O. BOX 908GT<br>GEORGE TOWN GRAND, E9 KY1-9002  | ^             | ^ X          | ^       | ^     |
| Apax Europe VII-1, L.P.<br>THIRD FLOOR ROYAL BANK PLACE<br>1 GLATEGNY ESPLANADE<br>ST. PETER PORT GY1 2HJ      | ^             | ^ X          | ^       | ^     |
| Apax Europe VII-A, L.P.<br>THIRD FLOOR ROYAL BANK PLACE<br>1 GLATEGNY ESPLANADE<br>ST. PETER PORT GY1 2HJ      | ^             | ^ X          | ^       | ^     |
| Apax Europe VII-B, L.P.<br>THIRD FLOOR ROYAL BANK PLACE<br>1 GLATEGNY ESPLANADE<br>ST. PETER PORT GY1 2HJ      | ^             | ^ X          | ^       | ^     |
| Apax Europe VII GP Co. Ltd<br>THIRD FLOOR ROYAL BANK PLACE<br>1 GLATEGNY ESPLANADE<br>ST. PETER PORT GY1 2HJ   | ^             | ^ X          | ^       | ^     |
| Apax Europe VII GP L.P. Inc.<br>THIRD FLOOR ROYAL BANK PLACE<br>1 GLATEGNY ESPLANADE<br>ST. PETER PORT GY1 2HJ | ^             | ^ X          | ^       | ^     |
| APAX PARTNERS EUROPE MANAGERS LTD<br>33 JERMYN STREET<br>LONDON, X0 SW1Y 6DN                                   | ^             | ^ X          | ^       | ^     |
| Apax Guernsey (Holdco) Ltd<br>THIRD FLOOR ROYAL BANK PLACE<br>1 GLATEGNY ESPLANADE<br>ST. PETER PORT GY1 2HJ   | ^             | ^ X          | ^       | ^     |
| Apax US VII GP, L.P.<br>P.O. BOX 908GT<br>GEORGE TOWN GRAND, E9 KY1-9002                                       | ^             | ^ X          | ^       | ^     |

## Signatures

|  |            |      |
|--|------------|------|
| BEN MERGER SUB, INC., by: /s/<br>Christian Stahl   | 09/25/2009 |      |
| **Signature of Reporting Person  |            | Date |
| APAX US VII, L.P., by Apax US VII<br>GP, L.P., its general partner, by Apax US<br>VII GP, Ltd., its general partner, by: /s/<br>John F. Megrue                           | 09/25/2009 |      |
| **Signature of Reporting Person  |            | Date |
| APAX EUROPE VII-1, L.P., by Apax<br>Europe VII GP L.P. Inc., its general<br>partner, by Apax Europe VII GP Co.<br>Limited, its general partner, by: /s/<br>Andrew Guille | 09/25/2009 |      |
| **Signature of Reporting Person  |            | Date |
| APAX EUROPE VII-A, L.P., by Apax<br>Europe VII GP L.P. Inc., its general<br>partner, by Apax Europe VII GP Co.<br>Limited, its general partner, by: /s/<br>Andrew Guille | 09/25/2009 |      |
| **Signature of Reporting Person  |            | Date |
| APAX EUROPE VII-B, L.P., by Apax<br>Europe VII GP L.P. Inc., its general<br>partner, by Apax Europe VII GP Co.<br>Limited, its general partner, by: /s/<br>Andrew Guille | 09/25/2009 |      |
| **Signature of Reporting Person  |            | Date |
| APAX EUROPE VII GP CO. LIMITED,<br>by: /s/ Andrew Guille   | 09/25/2009 |      |
| **Signature of Reporting Person  |            | Date |
| APAX EUROPE VII GP L.P. INC., by<br>Apax Europe VII GP Co. Limited, its<br>general partner, by: /s/ Andrew Guille  | 09/25/2009 |      |
| **Signature of Reporting Person  |            | Date |
| APAX PARTNERS EUROPE<br>MANAGERS LTD, by: /s/ Paul<br>Fitzsimons, by: /s/ Stephen Grabiner   | 09/25/2009 |      |
| **Signature of Reporting Person  |            | Date |
| APAX GUERNSEY (HOLDCO)<br>LIMITED, by: /s/ Andrew Guille   | 09/25/2009 |      |
| **Signature of Reporting Person  |            | Date |
| APAX US VII GP, L.P., by Apax US VII<br>GP, Ltd., its general partner, by: /s/ John<br>F. Megrue   | 09/25/2009 |      |

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, *see* Instruction 5(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Purchaser is a wholly owned subsidiary of Parent. All of the outstanding common stock of Parent is owned by Ben Holding S.a r.l., which is owned by Apax US VII, L.P. (holding 7%) and Apax WW Nominees Ltd. (holding 93% as a nominee for Apax Europe VII-A, L.P., Apax Europe VII-B, L.P. and Apax Europe VII-1, L.P.). (Continued in footnote 2)

Apax Europe VII GP L.P. Inc. is the general partner of each of Apax Europe VII A, L.P., Apax Europe VII B, L.P. and Apax Europe VII 1, L.P. Apax Europe VII GP Co. Limited is the general partner of Apax Europe VII GP L.P. Inc. Apax Partners Europe Managers Ltd has been appointed by Apax Europe VII GP L.P. Inc. as discretionary investment manager of the investments of Apax Europe VII-A, L.P., Apax Europe VII-B, L.P. and Apax Europe VII-1, L.P. Apax Guernsey (Holdco) Limited is the general partner of Apax Europe VII GP Co. Limited. (Continued in footnote 3)

Apax US VII GP, L.P. is the general partner of Apax US VII, L.P. Apax US VII GP, Ltd. is the general partner of Apax US VII GP, L.P. John F. Megrue owns 100% of the equity interests of Apax US VII GP, Ltd. The Reporting Persons disclaim beneficial ownership of the securities reported on this statement except to the extent of their respective pecuniary interest therein. The filing of this statement shall not be deemed an admission that, for purposes of section 16 of the Securities Exchange Act of 1934, as amended, or otherwise, any of the Reporting Persons is the beneficial owner of all such shares of common stock covered by this statement.

Purchaser, Parent and certain shareholders of the Issuer (the "Shareholders") entered into Non-Tender and Support Agreements, dated July 22, 2009, pursuant to which the Shareholders agreed, among other things, to appoint BEN Holdings, Inc. proxy and attorney-in-fact to vote all of their securities of the Issuer subject to the Non-Tender and Support Agreements for the approval and adoption of the Merger Agreement and the transactions contemplated thereby, and against other actions which could reasonably be expected to impede, delay or adversely affect the Merger, subject to the terms and conditions of the Non-Tender and Support Agreements. Neither Parent nor Purchaser has any pecuniary interest in the shares held by the Shareholders and each expressly disclaims beneficial ownership of any shares covered by the Non-Tender and Support Agreements.

(5) The number of shares reported as indirectly owned included 308,374 shares that were directly owned.

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### Remarks:

See Form 3 for BEN Holdings, Inc. filed simultaneously herewith for additional members of this jo

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.