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CrowdFlower Expands Executive Team

*Enterprise Crowdsourcing Leader Drives Company Growth with the Addition of
Woody Hobbs and Richard Arnold*

SAN FRANCISCO, August 2, 2011 — [CrowdFlower](#), the leader in enterprise crowdsourcing, today announced the expansion of its executive team. Woodson (Woody) Hobbs accepted the position of chief executive officer, with Richard Arnold joining him as chief financial officer and vice president of strategy and corporate development. Hobbs and Arnold's experience successfully scaling high-growth companies positions CrowdFlower to capitalize on growth opportunities and untapped markets.

"CrowdFlower has been an impressive leader defining the crowdsourcing market since its inception in 2007. I look forward to being part of a company that is using technology to transform the way that the world does work," said Hobbs, CEO at CrowdFlower. "We have the potential to move into markets that have yet to realize the benefits that crowdsourcing brings to enterprises."

Hobbs succeeds CrowdFlower's Founder, Lukas Biewald, who will serve in a new role as executive chairman to focus on the company's strategic development and on the communication of its market-defining vision. Hobbs brings a deep understanding of technology businesses and long-term executive experience to the CrowdFlower team. He previously held roles as the CEO of Phoenix Technologies, the CEO of Intellisync (acquired by Nokia) and the CIO of Charles Schwab.

While at Charles Schwab, Hobbs led technology architecture and new product innovation that helped double productivity as the customer base grew from 200,000 to more than two million. His experience in successfully bringing technology-based products and services to millions of consumers and enterprises will help further technical innovation at CrowdFlower and introduce crowdsourcing solutions to new markets.

Arnold, who has worked with Hobbs in three previous ventures, will support him at CrowdFlower in dual roles as CFO and vice president of strategy & corporate development, driving operational excellence and product strategy. Prior to joining CrowdFlower, Arnold served as the COO and CFO of Phoenix Technologies, as a member of the board of directors and chairman of the Audit Committee at Intellisync, and previously as CFO and executive vice president strategy and corporate development at Charles Schwab.

"The addition of Woody and Rich is a milestone for CrowdFlower as a company and crowdsourcing as an industry," said Biewald, founder and executive chairman at CrowdFlower. "Such an endorsement underscores the fundamental role that crowdsourcing will play in the enterprise as the future of work becomes virtual, scalable, and pay as you go. I'm excited to have Woody and Rich on board to help make it happen."

About CrowdFlower

CrowdFlower is the leader in enterprise crowdsourcing. CrowdFlower's technology platform offers quality-ensured crowdsourcing at massive scale. The company solves problems ranging from product categorization to business lead verification to content creation. Clients from startups to the Fortune 500 enjoy increased flexibility, turnaround time and cost savings for their information and data needs. For more information, visit <http://crowdflower.com/>.

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