

Media Contact:

Mollie Allick
CrowdFlower Public Relations
415-658-9556
mollie@crowdflower.com

CrowdFlower Reports Revenue of 300% Year Over Year and More Than 300 Million Enterprise Level Crowdsourced Microtasks Completed, Earning #1 Rank in Industry

San Francisco, February 7, 2012 – CrowdFlower, the leader in enterprise-level crowdsourced microtasks, is now reporting revenue of 300% year over year and 300 million completed tasks for enterprise clients including eBay, Microsoft, and Twitter. These numbers earned the company a #1 ranking among industry leaders by an independent news agency. The news is also relevant in relation to Facebook's recent IPO filing, which reported half a billion dollars in revenue generated by virtual goods in 2011 – including gamers performing microtasks through CrowdFlower.

- In 2011, millions of tasks were performed for virtual goods in Facebook games, with CrowdFlower contributors performing real work (such as sentiment analysis and categorization) for virtual goods or other rewards.

- CrowdFlower has a workforce of more than 2 million individual contributors producing approximately 4 man-years of work daily. In other words, it would take one person four years of work to complete what CrowdFlower's virtual workforce does in a single day.

The Daily Crowdsourc, an independent crowdsourcing news agency, which generated the CrowdCensus report, rated six of the most popular microtasking firms. CrowdFlower scored the highest overall, with a Viability score of 9, Usability score of 9, Strategy score of 8, and Execution score of 7.

"We've seen amazing growth, both for CrowdFlower and the crowdsourcing industry in the past four years. We've always been committed to delivering high quality results and it's nice to be recognized as an industry leader," said Lukas Biewald, Executive Chairman and Founder of CrowdFlower.

Besides CrowdFlower, the report included five other crowdsourcing companies. The Daily Crowdsourc evaluated each enterprise on four main sections, visibility, usability, strategy, and execution, as well as sixteen minor categories, all of which Daily Crowdsourc identified as indicators of future success. The report is the first of its kind, providing objective ratings for the major BPCs (Business Process Crowdsourcers).

"CrowdCensus is the first of many quarterly research reports on the microtasking space...when we return to the microtasking research report next quarter, we plan to analyze even more metrics and create more focus for [them]," said David Bratvold, author of the report and founder of Daily Crowdsourc. "The CrowdCensus helps business leaders make informed decisions for their companies without incurring wasteful expenses testing less effective platforms."

CrowdFlower's score is meant to be an indicator of future potential, given each provider's business plan and past success. "The rate of growth CrowdFlower has seen over the past year has demonstrated a commitment to innovation and efficiency in this space." Bratvold further commented, "Their impressive rate of growth over the past few years will continue to increase

over the next 18 to 36 months, allowing them to improve their system of gold and other quality factors, giving them a clear advantage in the microtasking space.”

CrowdFlower was founded in 2007 and currently processes data at a rate of 4 man-years per day, more than anyone else in the industry. A variety of factors contribute to their success. “Their platform sits on a robust system that does not ignore security, quality, or scalability,” said the Daily Crowdsourcing report, “CrowdFlower balances the combination of cost and quality through the use of Gold Standard Data, redundancy, and peer review.”

“Not only is this positive news for us, but for the industry as a whole. We have our own figures, but an independent review lets us unequivocally say that we are the best, and helps clients decide which BPC will have the best solution for them,” said Woody Hobbs, CEO and President of CrowdFlower.

About CrowdFlower:

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