

CrowdFlower Closes \$5 Million Series A Round

Summary: Trinity Ventures and Bessemer Join the Cloud Labor Movement, CrowdFlower Releases Year One Stats

San Francisco, January 20, 2010 — CrowdFlower, the leading provider of labor-on-demand, announced today that it has closed a \$5 million Series A round co-led by Trinity Ventures and Bessemer Venture Partners. Investors from CrowdFlower's first angel round of \$1.2 million also participated. CrowdFlower is the leader in using machine learning algorithms to provide quality control to crowdsourcing, allowing companies to save time and money by tapping into latent online labor. This round of funding will allow CrowdFlower to expand its range of client solutions and bring on-demand labor to clients around the world.

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"We have already gotten great traction with innovative brand name customers. This round helps us take our business beyond the early adopters and bring these tools to everyone," said Lukas Biewald, CEO of CrowdFlower. "We are creating a new global market that will make it possible for everyone in the world to do real, productive work at anytime, from anywhere."

In the past year, CrowdFlower has:

- * Completed more than eight million tasks
- * Managed 125,000 unique workers across eight distinct labor pools (including casual gamers, refugees in Africa and Amazon Mechanical Turkers)
- * Grown more than 750 percent between Q1 and Q4 2009

"CrowdFlower promises to enable a world of unencumbered employment, where entrepreneurs can instantly activate global pools of labor, and every information worker is her own boss," said David Cowan, Partner at Bessemer Venture Partners.

"CrowdFlower is proving that cloud labor can be built into the processes of almost any business to dramatically improve productivity as they scale, particularly in these economic times," said Ajay Chopra, General Partner at Trinity Ventures. "We are excited to be part of the cloud labor movement that Lukas and his team are passionately trailblazing."

Like cloud computing, labor-on-demand is labor in the cloud. CrowdFlower technology optimizes jobs most economically among workers across multiple labor pools. This labor-on-demand offers businesses the opportunity to instantly turn on and off vast pools of global labor without the cost in time and money to recruit, manage and sustain employees.

"We saved over \$400,000 by working with CrowdFlower over traditional outsourced managed data solutions," says Michael Segal, Director of Data Management, at a leading retail electronics supplier. "For only \$45k we were able to make a project that seemed impossible to complete, possible - and all under budget and ahead of schedule."

Unlike early cloud labor offerings, which were more like job posting boards that left the data clean-up to the poster, CrowdFlower doesn't just do the work, it solves the problem by getting work done with quality SLAs. With tens of thousands of people doing work at the same time, it is hard to know which results you can trust. CrowdFlower's backend algorithms ensure that customers only pay for tasks that are completed to a specified quality level. The top three most common types of work routed through the CrowdFlower system include:

- * Data Collection - verifying that business listings match the phone numbers provided
- * Content Moderation -looking through images from user-generated content sites and flagging

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inappropriate or copyrighted material

* Product Search Relevance - picking multiple products you like based on product images

By pushing work that requires human input into the cloud, CrowdFlower allows enterprises be nimble and scale quickly. Jobs can range from an ongoing, massive enterprise need to a small scale do-it-yourself application that is handled via www.crowdflower.com to save expensive engineering cycles.

"There are few consensuses in technology, but one does exist: distributed work is the future. CrowdFlower makes crowdsourcing intelligent and scalable," said Tim Ferriss, author of *The 4-Hour Workweek*. "Rather than requiring you to cull through and filter out the garbage, CrowdFlower removes the quality assurance headache. Instead of getting one person to do a small task for one dollar, and wasting time verifying the result, get 10 people to do the same task for 10 cents each. It's more efficient and the results are simply better."

For more information on Bessemer Venture Partners, go to www.bvp.com. For more information on Trinity Ventures, go to www.trinityventures.com.

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