

CrowdFlower Acquires TurkForce

Crowdsourcing leader opens Seattle branch

San Francisco, CA – February 24, 2011 – CrowdFlower today announced its acquisition of Seattle-based TurkForce, which enables businesses to efficiently leverage the benefits of Mechanical Turk, expanding its reach as the leading provider of on-demand crowdsourced solutions for enterprise companies and businesses with large-scale data needs. This move deepens CrowdFlower's experience level in the crowdsourcing space, expands its client base, and adds a Seattle-based office. TurkForce CEO Isaac Nichols, one of the founding members of Mechanical Turk, will join CrowdFlower to assist both with business development and strategic accounts.

"TurkForce brings more than five years' experience in the crowdsourcing industry to CrowdFlower," said Lukas Biewald, CrowdFlower's CEO. "TurkForce specializes in managing the quality of results with workflows and worker trust metrics. By combining this approach with CrowdFlower's statistical quality control technology, we will broaden the type of work that we are able to perform while maintaining our high-quality results."

TurkForce has enabled SMBs to perform millions of crowdsourced tasks, including Content Generation, Data Processing, and Data Enrichment. TurkForce's experience will help bolster CrowdFlower's current enterprise solution set for enterprises, which consist of Business Listing Verification, Search Relevance, and Product Categorization.

"We used TurkForce to categorize several hundred thousand products, and we compared these results to what our internal team produced," said Tyson Woeste, VP Technology, ThisNext. "TurkForce was able to meet and exceed the quality our internal team produced. I look forward to seeing how CrowdFlower will make this great service even better."

CrowdFlower allows companies to complete simple but sizable projects by harnessing a scalable, international workforce of more than 500,000 people from multiple labor channels and more than 150 countries. By leveraging the human intelligence of the workforce, CrowdFlower adds a layer of accuracy over traditional data collection techniques — ensuring that the quality of enterprise data is continually maintained in a cost-effective manner.

415-658-9556 • info@crowdfLOWER.com • 3265 17th Street, Suite 302, San Francisco, CA 94110 • crowdfLOWER.com

About CrowdFlower:

Founded in 2007, CrowdFlower (<http://crowdfLOWER.com>) provides Labor-on-Demand to help companies route high-volume, repetitive tasks to a massively distributed global workforce. CrowdFlower uses statistically backed, quality-controlled crowdsourcing technology to produce a scalable and reliable workforce that can dispatch a diverse array of tasks and provide near-real time answers. In addition to custom service solutions and web tools, CrowdFlower offers an API that businesses can connect to and automate their processes, cutting out time-consuming day-to-day management.

Media Contacts:

Mollie Allick
CrowdFlower
415-658-9556
mollie@crowdfLOWER.com

Christina Armstrong
Grayling Connecting Point
650-867-4899
christina.armstrong@graylingcp.com

CrowdFlower

415 – 651 – 4485 info@crowdfLOWER.com • 2111 Mission St, Suite 302, SF, CA 94110
crowdfLOWER.com