

Updated GiveWork Brings New Features and Labor Sources to the Popular iPhone App

Summary: CrowdFlower and Samasource Update Mobile Good on the Go

SAN FRANCISCO, February 4, 2010 — CrowdFlower, the leading provider of labor-on-demand, and Samasource, a non-profit dedicated to bringing dignified work to women, children and refugees in developing nations, today announced a new version of their popular GiveWork iPhone app. GiveWork lets iPhone users donate their time to help a Samasource worker get paid for doing real, computer-based work. Through a game-like interface, GiveWork crowdsources microtasks to Samasource workers and iPhone users, with the app user serving as a quality assurance layer.

The new version of GiveWork will:

- * Enable new kinds of mobile work (using the iPhone camera for verifying places and situations with photos and a Safari interface for Web searches)
- * Let you to spread activism to friends through Facebook Connect
- * Enable profiles with stats on points earned so you can share your good work with the community and inspire them to make a difference too
- * Allow for work that cannot be paralleled by Samasource workers, like iPhone user surveys, to generate additional revenues that directly benefit infrastructure needs on the ground where Samasource workers live
- * Bring work to additional labor pools in need – Haiti, Asia and additional sites in Africa

The CrowdFlower technology platform routes tasks to, and manages the quality of work of work of, hundreds of thousands of workers. This technology allows the work done by thousands of distributed iPhone users to be turned into high-quality work for enterprises. Customers of the GiveWork app can get many mission-critical tasks handled while helping bring work to the disenfranchised. Everything from asking people if a product search rendered useful results to categorizing words from a lexicographer's database and looking up much needed addresses to go along with near-complete business listings, 100 percent of the work routed to the GiveWork app brings real change to Samasource workers around the world.

Over one billion people live in extreme poverty with few opportunities to earn a living and over 42 million refugees have lost their homes and livelihoods due to conflict. Using donated computers and work from iPhone app users, Samasource lets this disenfranchised community earn money by doing real work. Workers stretch across nine countries in Sub-Saharan Africa, Asia and the Caribbean, including the world's largest community of Kenyan refugees and displaced people from the recent earthquake in Haiti. As a labor pool within CrowdFlower's Labor-on-Demand offering, Samasource workers supply businesses around the globe with people-power for tasks that computers cannot perform.

"Digital supply chains represent the future of work," said Leila Chirayath Janah, founder and CEO of Samasource. "We've seen an explosion of literate people with access to technology across the developing world. With GiveWork, for the first time in history, people who have been disconnected from the formal job market can use inexpensive netbooks and cell phones to do work and get paid for it."

GiveWork was first launched in October 2009 and, to date, has:

- * Routed work to close to 20,000 unique workers
- * Been downloaded in over 76 countries
- * Yielded over 500,000 judgments for crowdsourced microtasks
- * Produced over 200,000 unique tasks for businesses worldwide (after accounting for QA overlap)
- * Brought an eight-fold increase in wages to workers in Kenyan refugee camps

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“GiveWork breaks down the political, geographical and culture walls between the ‘us’ and ‘them’ mentality,” said Lukas Biewald, co-founder and CEO of CrowdFlower. “This new type of crowdsourced digital work is lightweight, scalable and efficient and provides real work and a major economic opportunity to people in need. We want to be the largest employer in the world by bringing opportunities for digital work to everyone, while we continue to keep enterprises happy by returning accurate results through our statistically driven backend.”

GiveWork is being honored as one of the most innovative and promising worldwide initiatives of 2009 by the Netexplorateur jury. www.netexplorateur.org. It is free to download from the Apple iTunes App Store and is available now.

<http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=329928364&mt=8>.

About Samasource

Samasource gives marginalized people, from refugees in Kenya to women in rural Pakistan, life-changing work opportunities via the Internet. In parallel, it enables socially responsible companies, small businesses, nonprofits, and entrepreneurs in the U.S. to contribute to economic development by buying services from the Samasource workforce at fair prices. Samasource derives its name from the Sanskrit word sama, which means “equal”. Samasource is a 501(c)(3) non-profit social business. Thus far, Samasource has found projects for various small businesses, nonprofit training centers, and rural data centers that provide dignified jobs to nearly 600 marginalized individuals in Cambodia, Haiti, Kenya, Uganda, Cameroon, Ghana, Zambia, India, and Pakistan. Samasource is funded by grants from the Rockefeller, Templeton, Mitchell Kapor, and BodyShop Foundations. For more information, please visit www.samsource.org, blog.samsource.org, or email info@samsource.org.