

Exhibit 1



Real people. Real reviews.®

Search for (e.g. taco, cheap dinner, Max's)

Near (Address, Neighborhood, City, State or Zip)


Search

Welcome About Me Write a Review Find Reviews Invite Friends Messaging Talk Events Member Search

About Us

About Us | [FAQ](#) | [Blog](#) | [Engineering Blog](#) | [Myths About Yelp](#) | [Press](#) | [Careers](#) | [Management](#) | [Yelp for Business Owners](#) | [Contact Us](#)

 **Our purpose: To connect people with great local businesses**

1. Yelp was founded in **2004** to help people find great local businesses like dentists, hair stylists and mechanics
2. As of August 2010, more than **38 million** people visited Yelp in the past 30 days
3. Yelpers have written over **12 million** local reviews, over 85% of them rating a business 3 stars or higher
4. In addition to reviews, you can use Yelp to find [events](#), [special offers](#), [lists](#) and to [talk](#) with other Yelpers
5. Every business owner (or manager) can setup a [free account](#) to post offers, photos and message her customers
6. Yelp makes money by [selling ads](#) to local businesses - you'll see these yellow, clearly labeled "[Sponsored Results](#)" around the site
7. Paying advertisers can never change or re-order their reviews
8. Yelp has an [automated filter](#) that suppresses a small portion of reviews - it targets those suspicious ones you see on other sites
9. You can Yelp on your phone at <http://m.yelp.com>, or use [Yelp for iPhone](#), [Yelp for BlackBerry](#), [Yelp for Palm Pre](#), and [Yelp for Android](#)
10. The [Weekly Yelp](#) is available in **42 city editions** to bring you the latest business openings & other happenings 

The Yelp Blog ★
The Official Voice of Yelp HQ »

Latest Post:
[Lights, Cameras... Community Man...](#)

Yelp in the News:

TIME – 10 Essential Sites
The New York Times – Eat and Tell

[Read our Press »](#)



About	Help	More	Countries	Language
About Yelp	FAQ	Careers	United States	English ▾
Yelp Blog	Contact Us	Yelp Mobile	Canada	
Press	Business Owners	The Weekly Yelp	United Kingdom	
Terms of Service	Developers	RSS	Ireland	
Privacy Policy		Top Searches	France	
			Germany	

Site Map | [Atlanta](#) | [Austin](#) | [Boston](#) | [Chicago](#) | [Dallas](#) | [Denver](#) | [Detroit](#) | [Honolulu](#) | [Houston](#) | [Los Angeles](#) | [Miami](#) | [Minneapolis](#) | [New York](#) | [Philadelphia](#) | [Portland](#) | [Sacramento](#) | [San Diego](#) | [San Francisco](#) | [San Jose](#) | [Seattle](#) | [Washington, DC](#) | [More Cities](#)

Copyright © 2004-2010 Yelp