

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 | Management | Myths About Yelp | Careers | Press | FAQ | Content Guidelines | Contact Us

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

10 Things You Should Know About Yelp

1. Yelp was founded in **2004** to help people find great local businesses like dentists, hair stylists and mechanics
2. As of November 2010, more than **39 million** people visited Yelp in the past 30 days
3. Yelpers have written over **14 million** local reviews, 83% 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 »

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Yelp in the News:

TIME – 10 Essential Sites
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About

- [About Yelp](#)
- [Yelp Blog](#)
- [Press](#)
- [Terms of Service](#)
- [Privacy Policy](#)

Help

- [FAQ](#)
- [Content Guidelines](#)
- [Contact Us](#)
- [Business Owners](#)
- [Developers](#)

More

- [Careers](#)
- [Yelp Mobile](#)
- [The Weekly Yelp](#)
- [RSS](#)
- [Top Searches](#)

Countries

- [United States](#)
- [Canada](#)
- [United Kingdom](#)
- [Ireland](#)
- [France](#)
- [Germany](#)
- [Austria](#)
- [Netherlands](#)

Language

- [English](#) ▾

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](#)

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