

Exhibit C



Rie Pham <rie@yelp.com>

Yelp Agreement - Reply to get started!

4 messages

Rie Pham <rie@yelp.com>
To: REDACTED

Mon, Oct 27, 2008 at 8:50 AM

Hi Michelle,

To enroll Chaos Theory Cakes in Yelp's Featured Business Program, please reply to this email with "I agree." Your reply asserts that you are authorized to make the decision on behalf of Chaos Theory Cakes, and that you agree to the terms of the Featured Business Program Agreement set forth below.

We're excited to get you started!

Best,
Rie
(415) 632-5434

Yelp - Real People. Real Reviews.
<http://yelp.com>

FEATURED BUSINESS PROGRAM AGREEMENT (last rev: 2/1/08)

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continue until the end of the Initial Term. Thereafter, this Agreement will automatically renew for successive Renewal Terms until either party provides written notice to the other party of its intent to terminate as set forth in Section IV(C).

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- END TERMS -

Rie Pham <rie@yelp.com>
To: REDACTED

Mon, Oct 27, 2008 at 8:54 AM

Hi Michelle,

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- END TERMS -

The Bleeding Heart Bakery **REDACTED**
To: Rie Pham <rie@yelp.com>

Mon, Oct 27, 2008 at 9:00 AM

I, Michelle Garcia, agree to these terms.

On Mon, Oct 27, 2008 at 10:54 AM, Rie Pham <rie@yelp.com> wrote:
Hi Michelle,

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Bleeding Heart LLC
1955 W. Belmont Ave.
Chicago, IL 60657
773.327.6934

The Bleeding Heart Bakery REDACTED
To: Rie Pham <rie@yelp.com>

Mon, Oct 27, 2008 at 9:00 AM

I, Michelle Garcia, agree to these terms.

REDACTED

On Mon, Oct 27, 2008 at 11:00 AM, The Bleeding Heart Bakery

wrote:

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