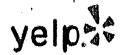
Exhibit C



Rie Pham <rie@yelp.com>

Yelp Agreement - Reply to get started!

4 messages

Rie Pham <rie@yeip.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

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Page 1 of 9

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B. NO WARRANTY. YELP MAKES NO WARRANTIES, NEITHER EXPRESS NOR IMPLIED, AND EXPRESSLY DISCLAIMS THE WARRANTY OF MERCHANTABILITY AND WARRANTY OF FITNESS FOR A PARTICULAR PURPOSE.

VII. Indemnification
Customer will indemnify, defend, and hold harmless Yelp and its officers, directors, agents, and employees, from and against any third party action based in whole or in part on the Services, Customer's relationship with Yelp or any of Yelp's users, or Customer's use of Yelp's website.

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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 -

Mon, Oct 27, 2008 at 9:00 AM

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

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:

I. Michelle Garcia, agree to these terms.

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

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