

About Oodle

Oodle is a whole new way to shop classifieds.

Shopping classifieds can be time-consuming and frustrating. Because listings are everywhere and change frequently, consumers must repeatedly visit multiple sites to find great deals. And consumers often wish they had more information to help them make better decisions. Is the price good? Is the seller trustworthy? How often does a listing like this come up?

Oodle solves these problems by enabling classified users to shop smarter. Through powerful search, shopping tools and market information, Oodle empowers classifieds shoppers to find exactly what they're looking for and to make informed buying decisions.

Oodle users can:

Browse listings from thousands of websites

From cars and homes to pets and pianos, Oodle helps people discover local deals. By gathering 500,000 new listings daily from over 80,000 websites, Oodle enables users to uncover great finds.

Relax while Oodle does the work

Hot deals move quickly in classifieds. With sites like Craigslist, consumers need to check many times during the day to stay on top of the market. On Oodle, users simply say what they want and then receive emails the minute matching listings become available.

Get the inside scoop

Oodle shares valuable local information on pricing and inventory so that consumers can recognize good deals when they see them. Based on an index of 30 million listings, the data is accurate, local and updated daily. Oodle also offers patent-pending fraud protection that alerts users if a listing seems suspicious.

Oodle offers listings in every major category: automotive, real estate, rentals, employment, personals, tickets, pets, services and merchandise. Oodle is available in the United States, the United Kingdom and Canada. The company is privately held and is based in San Mateo, California.



Business Overview

Oodle is a whole new way to shop classifieds. Bringing together more than 30 million listings from over 80,000 classifieds sites, Oodle improves the way people buy and sell locally. Offering the most comprehensive search, convenient email alerts and shopping information, Oodle empowers consumers to make better buying decisions.

Since its launch in early 2005, Oodle has grown rapidly and now attracts over two million unique visitors each month. In addition, the Oodle Network powers classifieds for over 200 leading brands including Cox Interactive, Media General, The Washington Post, San Diego Union Tribune and Lycos. The Oodle Network offers media companies and portals a proven business model for free listings and the best classifieds marketplace for their customers.

Oodle's revenue model is based upon local listings advertising. Advertisers can post listings on Oodle for free, but they can also choose to pay for increased visibility on Oodle and across the Oodle Network. Oodle sends over 6 million leads a month to advertisers.

Oodle has received numerous accolades and awards since the launch of its website in 2005. Recognition has come from *ABC News*, *BusinessWeek*, *Red Herring*, *Kim Kommando*, *AlwaysOn Media* and *InfoCommerce*. The site has also been covered by *The Washington Post*, *Boston Globe*, *Forbes*, *Glamour*, *CNET TV*, and a variety of consumer and business media.

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Management Team & Investors

Founded by former Excite and eBay executives, the Oodle team includes CEO Craig Donato; VP of Marketing Faith Sedlin; CTO Scott Kister; VP of Business Development Kim Jacobson and VP of Sales David Barsocchi.



People are Talking

What Oodle Users Are Saying

"Oodle is an incredible resource. I'm looking for an apartment in Southeastern, PA and you guys have created a site that allows me to see both managed and privately-owned apartments. Listings from local newspapers, all laid out on a map-it's genius!"

– Ben, Lancaster, PA

"I'm in the middle of planning a home remodel, and Oodle is perfect for buying furniture. I love antiques, and being able to see all the furniture available in LA makes finding what I want easy. Also, with Oodle's alert feature, I can be notified when hard-to-find items become available."

– Deborah, Sherman Oaks, CA

"I used to have to go to so many different sites to find what I want. It was great to be able to go to Oodle and find just what I was looking for and in my neighborhood. It was so easy!"

– Tom, Houston, TX

What the Press Is Saying

"When Oodle burst on to the scene back in March of last year, it instantly became a hit among those looking for a more efficient way to search, scan and subscribe to classified ads."

- Andy Beal, *Search Engine Guide*

"Looking for a car? A dog? A house? A treadmill? Looking for anything someone else is selling? Check out Oodle.com. The site says that it searches more than 75,000 online classified ad databases covering more than 20 million items. Check it out. It's fun, fast and yet another V8 moment on the Internet."

– Rick Castellini, YourPCPartner.com

What Oodle's Partners Are Saying

"Oodle is a great way for a newspaper site, or any online publication, to increase the range of its Web classifieds. More ads mean more traffic and ultimately more users, so it's a win-win."

– Chris Jennewein, VP of Internet Operations
Union-Tribune Publishing

