

## **Redbeacon Begins Geographic Expansion, Launches Embeddable “Widget,” and Partners with World-Class Media Partners**

Redbeacon Expands Its Innovative Online Local Service to Seattle/Tacoma area and Launches Distributed Widget to Enable Any Website or Blog to Offer Local Services To Their User Base. NBC Local Media, Hearst, and Tribune Among Initial Set of Partners.

**SAN MATEO, Calif.-September 29, 2010** — [Redbeacon](#), an online service allowing consumers to receive price quotes and book appointments online for virtually any local service, announced the launch of a self-serve embeddable widget that can embed Redbeacon’s service request functionality into virtually any website or blog. The widget offers users of the partner’s website a useful feature, while earning the partner a significant revenue share from every scheduled job that originates on their site. Redbeacon announced a number of prestigious media partners who are integrating the widget on their own websites, including Hearst Corporation’s [SFGate.com](#), NBC Local Media’s [NBCBayArea.com](#), and Tribune Company’s [Q13Fox.com](#).

Redbeacon also announced today that it is beginning its geographic expansion, starting with the Seattle/Tacoma market. Starting today, Seattle residents will join San Francisco Bay Area consumers in their ability to use Redbeacon to find the right service professional for their job and to book appointments online for over 230 services ranging from Handymen to Housekeepers to Personal Trainers. Since launching in the Bay Area at the [TechCrunch50 Conference](#), where it won the grand prize in September 2009, Redbeacon has quickly taken off as an innovative solution for consumers to find the right service at the right price. When consumers request services on Redbeacon, they specify when and where they need the service and describe what they need done. Redbeacon notifies local businesses using a proprietary algorithm that takes into account location, availability, ratings, and recommendations from the consumer’s own Facebook social graph. The Redbeacon database includes thousands of trusted local service professionals who will quote on users’ job requests.

“Redbeacon is simply the easiest, most convenient way for consumers to find the right service professional at the right time for the right price, and book an appointment with them,” said [Ethan Anderson](#), Co-founder and CEO. “People really save time, money and effort. They can receive bids from several businesses at once, request services any time day or night, and book the job at their convenience. On top of that, they will find the right person for the job, who has already been recommended by family and friends and the major business rating services.”

Redbeacon is free for consumers to use; they simply request a local service, compare prices from qualified professionals and schedule the job online. According to Deepak Ravichandran, a Redbeacon customer who recently needed a painter in California, “Redbeacon was a lifesaver.” Ravichandran explained, “Redbeacon gave me the information I needed to make an intelligent decision. In less than 16 hours, I received 5 quotes. The nice thing about Redbeacon is that you can see the market rate and I was amazed by how much the prices varied, the lowest price was \$75 and the highest price was \$500. If I had gone through Craigslist, I could have paid \$500 which would have been a big rip off for me.”

[Take a look](#) at his story and others at [Redbeacon.com](#)

#### **About Redbeacon:**

Redbeacon is a revolutionary new approach to finding local services through the Internet. At [www.redbeacon.com](#), consumers request everyday services and receive price quotes from qualified local service professionals. They can compare price quotes, business profiles, credentials, and ratings and reviews before consumers booking their appointments online with the professional they like best.

The product was created by three seasoned Internet veterans from Google,

Ethan Anderson, Yaron Binur and Aaron Lee, who saw the need to improve online local search. Redbeacon launched at the prestigious TechCrunch50 Conference, where it took the top prize in September 2009 and is funded by top-tier venture capital firms Mayfield Fund and Venrock.