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REDBEACON LAUNCHES AT TECHCRUNCH50

New Service Enables Consumers to Find and Book Virtually Any Local Service Online

SAN FRANCISCO, Calif. (September 14, 2009) – Red Beacon, Inc. launched its powerful online local search product called Redbeacon (www.redbeacon.com) at the prestigious TechCrunch50 Conference today. Redbeacon was selected from over 1,000 applicants to launch on-stage in front of more than 1,500 venture capitalists, journalists, and other industry influencers.

Redbeacon enables consumers to find and book appointments online with local service providers. It goes beyond previous local search attempts by allowing consumers to receive price quotes and schedule appointments with local businesses and individuals. The product employs advanced technology to determine the best service providers in the area for the specific job. Aaron Lee, Cofounder and Software Engineering lead at Redbeacon explained, "One of the things that sets Redbeacon apart is the sophisticated algorithms we've developed to match consumers' service needs to local providers who are best qualified for the job."

Redbeacon only notifies service providers available at the time and place requested, enabling consumers to specify exactly when and where a service should take place. The product also helps consumers receive better value because service providers must compete for jobs by submitting their best price quote. Finally, Redbeacon provides consumers with the convenience of booking service appointments online. Yaron Binur, Cofounder and Product Management lead at Redbeacon, said, "We've tried hard to put power back in the hands of consumers by allowing them to find and schedule

services without even picking up a phone. They know they're getting a great price from qualified service providers, and the service will be done at the time and place they need."

Redbeacon also brings value to local service providers. They receive job leads from local customers precisely when potential customers need a service performed. Service providers are not charged to receive job leads or submit price quotes. Instead, they pay a commission of 10 percent of the job's value when they win a job through Redbeacon. Ethan Anderson, Cofounder and Sales & Marketing lead at Redbeacon, said, "This is really a game changing way to market your services. Rather than putting money at risk with advertising, service providers only pay a small commission if they win the job and earn money for the services they perform."

Redbeacon will focus initially on serving San Francisco Bay Area consumers and service providers, but plans to expand nationally in the near future.

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 providers. After comparing price quotes, business profiles, credentials, ratings and reviews, consumers can schedule appointments online with the service provider 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 was unveiled at the prestigious TechCrunch50 Conference in September, 2009.

About TechCrunch50

Founded in 2007 by leading technology blog TechCrunch and entrepreneur Jason Calacanis, the TechCrunch50 conference provides a platform for early-stage, and frequently unfunded, companies to launch for the first time to the technology industry's most influential venture capitalists, corporations, angel investors, fellow entrepreneurs and the international media. Companies are selected to participate exclusively on merit. TechCrunch50 is supported by corporate sponsors Google, Microsoft, Bing, MySpace and Facebook, as well as venture capital and legal-advisory firms including Sequoia Capital, Charles River Ventures, Founders Fund, Redpoint Ventures and Perkins Coie.

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