



## Company Background

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MyLife is the Web's single source for people search. For the first time, people can turn to one place to find people reliably and easily, and manage multiple relationships across social networks and online channels. With the industry's most powerful online and offline people search capabilities, the largest database of 750 million profiles, and advanced tools to help people find anyone, anywhere across the Web, MyLife is the most effective and efficient way for people to find and keep track of everyone in their life.

Launched in February 2009 by entrepreneur Jeffrey Tinsley, MyLife is the best way to find people and stay connected. MyLife, which was the result of the successful merger between Reunion.com and Wink.com in November 2008, has more than 50 million members and approximately 14 million unique visitors conducting more than two million new searches for people each month. MyLife is one of the fastest-growing Web sites and a top-ranked site, according to comScore, Media Metrix and Nielson Online, respectively, and has been profitable since its inception in 2002 under the original Reunion.com brand, with annual revenue growth nearly doubling.

A privately held company in Los Angeles, California, MyLife.com, Inc. completed a \$25 million round of funding from Oak Investment Partners in 2007. MyLife enjoys a diversified and profitable business model that's designed to produce predictable and sustainable returns. Steady growth has continued since 2002 with only \$1.4 million of angel funding from successful Internet and social networking visionaries, including Jeffrey Tinsley, former founder and CEO of Reunion.com and GreatDomains.com; Richard Rosenblatt, co-founder, chairman, and CEO of Demand Media and former chairman of MySpace.com; and Andy Mazarella, current CEO of eForce Media and former CFO of iMall.