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MyTime Raises \$9.25m in Series B Funding to Focus on Expansion
- Company Announces MyTime Scheduler, an all-in-one tool to Help Small Business Run More Effectively and Efficiently –

San Francisco, CA, April 21, 2015 – MyTime, the convenient way to book appointments online with over two million businesses nationwide, announced today it has raised \$9.25 million in Series B financing. The company will use this funding to expand its sales and operations team and move deeper into merchant services with the launch of the all new MyTime Scheduler™, a state-of-the-art online appointment calendar, client relationship manager and instant messenger product geared at small service businesses.

This round of financing was led by existing investor, Upfront Ventures, in addition to new investors Khosla Ventures, Daher Capital, Accelerator Ventures, and Westfield Corporation, among others.

"Helping merchants better reach customers and engage them is the holy grail of local tech services. It requires a huge commitment to automation in on boarding and a service mentality and personal touch," said Mark Suster, managing partner at Upfront Ventures. "I haven't met anybody as committed to this cause as Ethan Anderson and the team at MyTime. I am delighted to continue funding their ambitious journey."

"MyTime lets people make appointments on the go without interrupting their lives," said Keith Rabois, partner at Khosla Ventures. "Now, with the launch of MyTime Scheduler, small business owners will be able to reach their customers just as efficiently."

The new MyTime Scheduler was built to fulfill the needs of business owners looking for an easier and more efficient way to manage their schedules, clients and digital marketing efforts. It also seamlessly integrates with the MyTime Marketplace™, giving businesses immediate access to millions of MyTime customers looking for appointments online.

“America’s small businesses are falling massively behind when it comes to finding, booking and paying for services online, even more so when it comes to mobile,” said Ethan Anderson, MyTime CEO. “This new funding allows us to expand our focus from being the most popular consumer destination for finding and booking appointments online to providing our merchants with the tools they need to enable online booking and communication with their clients 24/7.”

Merchants can access MyTime Scheduler on the web or on the go via native iPhone and Android apps. Their clients can book appointments, pay for services or send messages to their favorite local businesses via their profile at MyTime.com or through native MyTime apps for iPhone and Android.

MyTime Scheduler was based on thousands of hours of research with local businesses and includes unique features such as the ability to set custom prices for each client and a real-time chat feature that allows small business owners to connect and share photos with their customers in real-time. In addition, MyTime will continue offering a full suite of retention tools including verified ratings and reviews, automated appointment reminders and prompts to book follow-on appointments.

"MyTime’s Scheduler and Communicator are the best pair of products we have seen in a very long time," said Maria Streeby, Senior Director of Development, Openings and Transitions at Kimpton Hotels and Spas. JoAnne Pirkle, owner of Salty Dog Pet Wash in St. Petersburg, Fla. adds, "MyTime has already increased business by 30-percent and decreased the time I spend booking appointments over the phone."

About MyTime:

Founded by serial technology entrepreneur Ethan Anderson (winner of TechCrunch50 in 2009 for his previous startup, Redbeacon) and backed by Upfront Ventures, MyTime is the most convenient way to book appointments online with over two million businesses nationwide. Consumers can visit www.mytime.com or use the native iPhone or Android apps to schedule appointments for haircuts, massages, dog grooming and many more services from the businesses around them. MyTime makes it easy to organize your life when it’s convenient for you.

For a full list of Series B investors, please contact Melanie Anderson (Melanie@PitchPublicRelations.com) or Jackie Copp (Jackie@PitchPublicRelations.com).

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