

“Shortlister Launches Enhanced Service Offering, Providing Greater Functionality and Increased User Experience”

January, 2010 - - Just over one year after launching, Shortlister has successfully introduced an enhanced service offering through its newly designed website, offering members greater functionality and an increased user experience. “We have been actively listening to our members and incorporating their feedback into this new service offering. We are extremely pleased with the new site and believe it will greatly accelerate new member growth and member participation,” says Phil Olson, CEO of Shortlister. The “new and improved” Shortlister has a completely redesigned and cutting-edge look and feel to it – initial market feedback praises the new site’s ease-of-navigation and stylistic graphic enhancements. More importantly, the Shortlister team has impressively increased the functionality of its software-as-a-service (“SaaS”) solution. The new site offers several new features including:

- *Professional Reviews* – Shortlister now offers its members a comprehensive review section and star-ranking system. This new feature allows service professionals to create a profile and upload a personalized logo/image. In addition, users (either on a solicited or unsolicited) basis can review service professionals with written narrative or through an easy-to-use star-ranking system. This new functionality provides both free advertising mediums for our service professionals while also providing individuals a quick and easy search tool in order to become more informed about service professionals and their capabilities.
- *User Forum* – The Shortlister marketplace now offers its members an interactive forum for members to communicate openly about any range of topic areas. This new feature will allow users to create new discussion topics, increasing user interconnectivity and user experience. “Increased member participation is the fundamental growth engine of our business and our user forum promotes participation and interconnectivity which will help drive an increased user experience for everyone,” says Phil Olson.
- *On-demand Paid Advertising* – Shortlister members can place targeted advertising directly on the Shortlister site for just \$1.00 per day. The on-demand advertising solution is an easy-to-use process that allows members to instantly create a personalized advertisement with a customized logo or image and immediately upload it to the marketplace. In addition, the Shortlister account manager provides advertisers with a dynamic “ad manager” tracking and critical “per click” information.

In addition to these enhancements the Shortlister team has implemented hundreds of other improvements in the areas of design, ease-of-use, user flexibility and content. The founders of Shortlister, Phil Olson and Mark Olson, launched the initial SaaS solution in November 2008 and have successfully grown member participation to over 660. “Our goal is to connect people, and connect people on a large scale through a marketplace with critical mass that offers members a wide-range of services entirely aimed at creating a more efficient solicitation and bidding process within the construction and home improvement industry. We believe our new solution takes us one step closer to accomplishing our goal but we will continue to enhance our service offering while growing our member base.”

About Shortlister

Shortlister is an online marketplace for the efficient pairing of solicitors and bidders of construction projects. Shortlister was created to help connect those with jobs to those looking for jobs, as well as to help educate individuals with realistic construction-related cost information. Shortlister.net also provides a complete web-based account manager and communication tool that

enables its members to effectively track their project activity, ongoing correspondence and completed bids/projects.

For more information about Shortlister, please visit www.shortlister.net.