

## **“Shortlister Surpasses 500 Registered Users”**

September 2009 - - Shortlister is pleased to announce that it has surpassed 500 registered users, an important milestone in the Company’s operating history. “We are very excited with the growth in the Shortlister marketplace and are continuing to enhance the functionality and user experience,” says Phil Olson, CEO. Shortlister has consistently added approximately 50 new members each month since the service launched in November 2008 and expects this number to accelerate going forward. The Company’s growth has been an impressive balance of both service professionals and new members with construction-related projects for bid. “We continue to offer our service 100% free and have been focusing on building the marketplace of service professionals during this critical growth phase of the Company – it is imperative for us to have a wide reaching marketplace of service professionals capable of bidding on and performing the work that is available for bid from our solicitors.”

In addition, Shortlister has been successful at attracting over 225 new members that have posted construction-projects for bid. “The Shortlister marketplace is made up of both job posters and job bidders – we focus on growing both sides of the equation because our marketplace is dependent on both participant groups growing to critical mass and enjoying their experience interacting within the Shortlister marketplace.” Shortlister’s available projects for bid has grown to 500, with the greatest project activity occurring in Illinois, Texas, Georgia and Florida. The Company expects this number to accelerate dramatically over the next year as it implements a number of site improvements, the general economic conditions continue to improve and consumer adoption of online construction solicitation continues to increase.

“We are a new player in the industry and our name is just beginning to be recognized – it may take some time until individuals are using the phrase “Shortlist it” but we believe we will get there. Our site is unique; not only is it 100% free but its functionality is unmatched within the industry.”

Shortlister is a software-as-a-service (“SaaS”) solution that allows consumers to post construction-related projects while simultaneously allowing service professionals expansive search capabilities to find and bid on available opportunities. In addition, the solution offers a dynamic account manager that allows both solicitors and bidders to centrally manage all aspects of the bid solicitation process. “We believe that the market for online construction solicitation and bidding is in the ‘early adopter’ phase and as more consumers, professionals and businesses learn about Shortlister our solution will be recognized and member participation in the Shortlister marketplace will accelerate.”

Shortlister and the benefits for its members will continue to expand as the bidder and solicitor network evolves. “While we are pleased with eclipsing the 500 registered user mark in less than ten months, we continue to push Shortlister’s growth on a daily basis. There are many novice users registered on our site that are currently the first within their region to sign up; we need to create a marketplace for these users. That is our mission, to create an efficient marketplace for every project owner and ultimately match them with a reputable bidder.”

### 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](http://www.shortlister.net).