



Yummly Nets \$1.85 Million for Its Semantic Recipe Search and Recommendation Platform

Series Seed Round Led by First Round Capital, Harrison Metal Capital, Intel Capital and Angel Investors

PALO ALTO, CA – November 16, 2010 – Yummly Inc., the company that is pioneering semantic recipe search and recommendations, today announced it has raised \$1.85 million in Series Seed funding from Harrison Metal Capital, Intel Capital, First Round Capital and angel investors. The company simultaneously announced that Michael Dearing of Harrison Metal Capital and angel investor Marcia Hooper will join its board of directors. Yummly plans to apply the capital to the development of features, hiring new talent and other infrastructure investments.

"It is with great pleasure that we announce our seed series funding round with contributions from three outstanding partners: First Round Capital, Harrison Metal Capital and Intel Capital – three of Silicon Valley's most respected high tech investment firms," said David Feller, cofounder and CEO of Yummly. "Their support, combined with that of our devoted angel investor team, will enable us to continue to expand the key features and services of the Yummly platform, as we endeavor to make discovering delicious recipes simpler and more personal – and this is only a taste of what's to come."

Founded in 2009 by Feller, whose high tech startup pedigree includes key executive positions with Half.com, StumbleUpon and eBay, Yummly uniquely employs a cornucopia of algorithms that enable it to 'understand' more than 15,000 food ingredients on a variety of levels (including nutrition, price, taste, diet, potential allergens, etc.). The result is a sophisticated food search tool with great taste - yours. The tool uniquely 'learns' user taste preferences based on their likes and dislikes, enabling Yummly to make tailored recipe suggestions that contain only foods they love.

"With its inventive and user friendly platform, Yummly is changing how people search for food and recipes," said Mike Buckley, managing director, Intel Capital. "Our investment in Yummly is indicative of Intel Capital's ongoing commitment to back technologies and solutions that represent the leading edge of innovation and will play a significant role in how end users interact with the Internet in the future."

"Yummly possesses the key qualities we look for in our portfolio companies: cutting-edge technology, sophisticated data architecture and creative and dedicated leadership," said Howard Morgan, partner at First Round Capital. "Dave and his team have proven they have what it takes to build a rock solid tool and scale user traction at the same time, which speaks volumes about their capabilities. Yummly has enormous potential, and we are pleased to make this early stage contribution to its success."

For more information, or to start finding delicious recipes based on your tastes, visit www.yummly.com.

About Yummly

Founded in 2009 by foodies on a mission to invent a better way to find, modify, share and store recipes, Yummly is the world's first semantic recipe search and recommendation platform and a premier destination for cooking enthusiasts of all skill levels. Yummly empowers individuals to find and customize recipes based on their personal taste, nutritional and dietary preferences. The site aggregates more than 500,000 of today's most popular recipes from leading cooking websites, and is fully integrated with Facebook. Headquartered in the heart of Silicon Valley, Yummly is backed by First Round Capital, Harrison Metal Capital, Intel Capital and angel investors.

Find out what's cooking at Yummly: visit the Yummly blog: blog.yummly.com, connect on Facebook www.facebook.com/yummly, or follow on Twitter www.twitter.com/yummly.

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Press Contact

Hope Nicora

Bhava Communications

yummly@bhavacom.com

831.227.3660