



Caring.com Closes \$10 Million in Series B Financing

Shasta Ventures leads round, with participation from DCM and Split Rock Partners

SAN MATEO, CA (November 12, 2009) Caring.com, a leading online destination for people caring for aging parents and loved ones, today announced that it has closed \$10 million in Series B financing, led by new investor Shasta Ventures. Existing investors DCM and Split Rock Partners, also participated, along with support by strategic individual investors.

"We're excited to invest in the large and growing eldercare category. Caring for an aging loved one is a life stage when consumers need a lot of information, products and services," said Tod Francis, Managing Partner at Shasta Ventures. "Caring.com is meeting this need as evidenced by its strong traffic growth and the high demand for site inventory from advertisers."

The new funding will support the continued expansion of Caring.com, including further development of the Caring.com site, the recently acquired Gilbert Guide eldercare services directory, new marketing programs and growth of the Caring.com team.

With over one million unique monthly visitors, Caring.com is well on its way to becoming the most trusted source of eldercare information and community on the web. The site is supported by leading advertisers and was sold out in August, September and October of 2009.

"We're thrilled to have Shasta as a new business partner," said Andy Cohen, co-founder and CEO, Caring.com. "Their experience building successful online brands like Mint.com will help Caring.com continue to grow at a rapid pace."