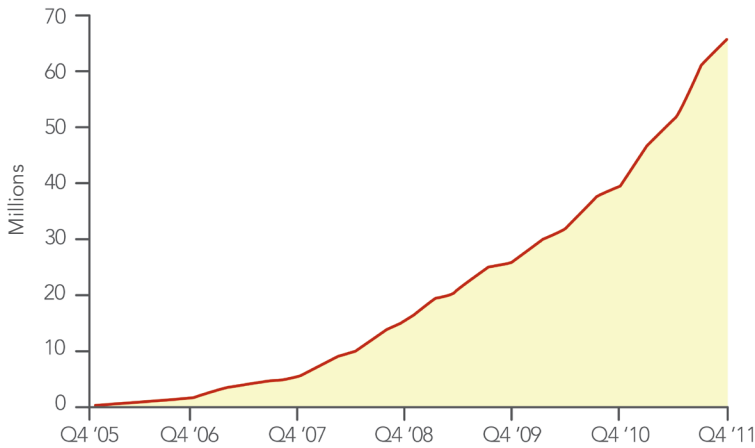


AN INTRODUCTION TO yelp

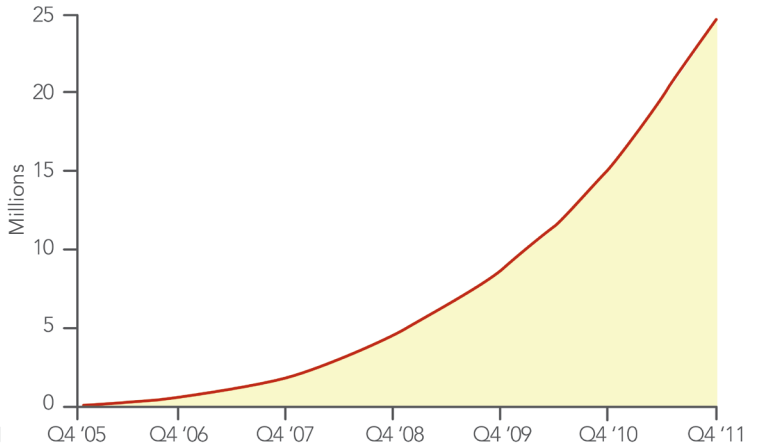
Metrics as of December 31, 2011

66 Million Monthly Visitors



Average monthly unique visitors for the quarter

25 Million Reviews

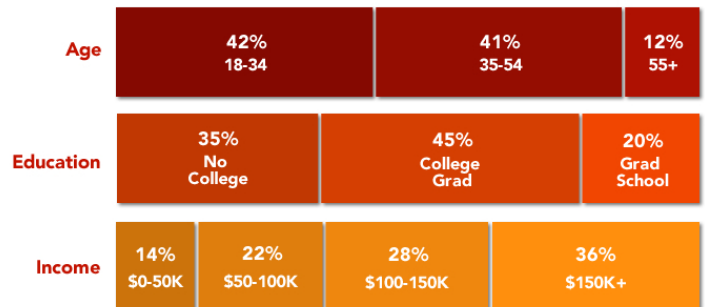


Cumulative reviews contributed since inception

Reviewed Businesses in Every Category



US Demographics



Source: Quantcast, November 2011

Yelp Mobile Stats

We had an average of **5.7 million** monthly unique visitors to our mobile app.

Every second, a consumer generated directions to or called a local business from a Yelp mobile app.

Over **40%** of all searches on Yelp came from our mobile app.