

Travel Recommendation Engine Wanderfly.com Raises \$1 Million Funding

Since Launch Wanderfly Boasts Half Million Viewed Trips; Attracts Top Partners Hotels.com and Jetsetter Social Travel Planning, User-Generated Content and Mobile Coming Soon

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Wanderfly.com (www.wanderfly.com), the travel recommendation engine that helps people discover new experiences tailored to their budgets and interests, announces today it has raised \$1 million in funding. The round is led by investors from Silicon Valley, Los Angeles, Boston and Florida, including **Charles River Ventures**, **Jason Calacanis**, **StartupAngel**, **James Bailey** and **Roger Dickey**.

The financing will be used for:

- Further personalizing the online travel experience through social planning functionality, user-generated and community content and mobile applications
- Accelerating marketing and strategic partnerships to offer more exclusive experiences
- Syndicating Wanderfly's technology on partner sites

Since its public launch in mid-October 2010, Wanderfly has served more than a half million trips to users in nearly 200 countries, added 10 new user-requested trip themes and introduced

a widget program for third-party sites. Wanderfly has also signed key partnerships with **Hotels.com** to power its hotel search; **Quintessentially** to offer custom concierge packages; and **Business Traveler** magazine to augment content. Partnerships are also in the works with **Jetsetter** to supplement hotel offerings with their high-end, hand-selected vacations, as well as tourism boards, travel companies, major media outlets and content experts.

"We created Wanderfly because we saw a need for an online travel experience that's fun, easy-to-use and helps people make better decisions," said Evan Schneyer, CEO and co-founder. "The overwhelmingly positive response we've received from users, partners and investors firmly proves this demand for a new era in online travel. We're thrilled to see Wanderfly becoming the starting point in online travel."

"Throughout my 15 years as an investor, Wanderfly is the best travel site I've seen," said George Zachary, Partner at Charles River Ventures. "The product and team at Wanderfly are both incredibly strong and we are thrilled to back the company as it leads the way in online travel innovation."

About Wanderfly

Wanderfly (www.wanderfly.com) is a travel recommendation engine that helps people discover new experiences tailored to their budgets and interests. Its simplified end-to-end experience enables users to plan, share and book complete trips, including flights, hotels and activities. Powered by a sophisticated recommendation engine, it currently features 1,200+ destinations worldwide and content from dozens of best-in-class brands such as Hotels.com, Facebook, Foursquare, Yelp, Lonely Planet and Not For Tourists.

