

SITTERCITY PRESS KIT

facts • story • press • bio • awards

FACT SHEET

- **FOUNDER AND CEO** Genevieve Thiers
- **ESTABLISHED** 2001
- **HEADQUARTERS** 222 Merchandise Mart Plaza
22nd Floor
Chicago, IL 60654
- **PHONE** 888 SIT CITY
- **SITE** www.sittercity.com
- **EMAIL** press@sittercity.com
- **MEDIA RESOURCES** www.sittercity.com/press.html
- **MEMBERS** More than a million member profiles
- **CORPORATE CLIENTS** Companies such as FOX Networks, Monster Worldwide, Avon, MasterCard, New Balance and more.
- **MARKETS** Nationwide
- **SERVICES**

Sittercity.com provides care seekers and caregivers with a central location to find each other quickly, safely and easily. Both care seekers and caregivers create detailed online profiles and can search the site for matches using a wide range of search criteria. Care seekers can also post unlimited jobs for caregivers, obtain references and background checks from caregiver profiles, and follow our four-step screening process to hire a quality caregiver. Both care seekers and caregivers can read and post reviews for each other, and use our interactive rate calculator to determine fair pay.
- **CARE TYPES**

Babysitters, nannies, senior care providers, petsitters, dog walkers, housekeepers, housesitters and tutors
- **COST**

Caregiver registration is FREE. For care seekers, there are two billing options. The monthly plan costs \$39.99 for the first month and \$9.99/month thereafter, and the annual plan costs \$7.99/month billed in a one-time annual sum (\$95.88).

THE SITTERCITY STORY

For decades, parents across America had been turning down invitations left and right for the same reason: "I can't find a sitter." These hardworking, once-independent adults declined dinner parties with friends, work parties to impress the boss – even dates with each other, slashing all hopes of rekindling the romance that got them to be parents in the first place.

In 2001, parents began to get their lives back when Genevieve Thiers launched Sittercity.com, connecting them with countless sitters in their local areas. Little did they know that this babysitter network would explode into an award-winning website that covers all of their in-home care needs.

THE IDEA IS BORN

As a college student in Boston, Thiers worked her way through school babysitting for over 30 families. One day, Thiers saw a very pregnant woman slowing climbing the 189 steps to Boston College's upper campus to post flyers for a babysitting job. Horrified, Thiers asked the mother-to-be for the flyers, sent her home and posted them herself. While papering the university, Thiers had an epiphany. What if there was one central place where parents could meet all of the babysitters and nannies in their area? With this, Sittercity was born.

BUILDING SITTERCITY

Modeling Sittercity.com after online dating websites, Thiers enthusiastically took her idea to investors in 2000. Finding no interested partners, Thiers bought the Sittercity.com domain herself and hired two friends to create the website. To attract sitters, Thiers printed 20,000 flyers and covered the city of Boston on foot. The blister-ridden effort paid off: she was able to gain 600 sitters before the site's launch!

THE LAUNCH

In September 2001, Thiers put the 30 families she sat for in college onto Sittercity.com. On the very first day of the launch, Sittercity received its first outside parent registration – and things exploded from there. Within that first week, gifts of cookies and cakes from thrilled Boston-area parents flooded the Sittercity office in appreciation for the much-needed service.

WORD-OF-MOUTH GROWTH

Six months after the launch, Thiers realized the Sittercity network had spread beyond Boston to Cleveland and New York City. Sittercity watched as its membership grew exponentially simply through word of mouth, spreading across the nation. City after city was added to the network, eliminating America's parents' most common reason for missing social events and the coveted date night with their significant other.

BEYOND BABYSITTERS

Today, Sittercity features more than a million member profiles nationwide with caregivers in every city across the country. From occasional after-school care to live-in full-time help, Sittercity offers care seekers many types of caregivers to meet their needs. In addition to babysitters and nannies, Sittercity also features senior care providers, petsitters, dog walkers, housekeepers, housesitters and tutors, and has extended its client base to corporations such as FOX Networks, Monster Worldwide and more.

SITTERCITY PRESS HIGHLIGHTS



TELEVISION (National & Regional)

CBS Early Show
CNBC'S The Big Idea with Donny Deutsch
CNN Headline News
Ellen DeGeneres Show
Good Morning America
In the Loop with iVillage
Life & Style
TODAY SHOW
The View

WXIA - Atlanta
WBZ - Boston
WCVB - Boston
WHDH - Boston
WBBM - Chicago
WFLD - Chicago
WGN - Chicago
WLS - Chicago
CLTV - Chicago
WMAQ - Chicago
WTTW - Chicago
WEWS - Cleveland
WKYC - Cleveland
WBNS - Columbus
KDAF - Dallas
KDFW - Dallas
KDVR - Denver
KWGN - Denver
WFRV - Green Bay
WJMN - Green Bay
WLUK - Green Bay
WTIC - Hartford
WTNH - Hartford
WWIT - Hartford
KHOU - Houston
KRIV - Houston
WXIN - Indianapolis
KABC - Los Angeles
KCAL - Los Angeles
WTMJ - Milwaukee
KARE - Minneapolis
CN8 - New England
NECN - New England
WDSU - New Orleans
NY1 - New York

WABC - New York
WCBS - New York
WNBC - New York
WNYW - New York
WPIX - New York
WOFL - Orlando
WCAU - Philadelphia
WTFX - Philadelphia
KSAZ - Phoenix
WPXI - Pittsburgh
WTAE - Pittsburgh
KGO - San Francisco
KNTV - San Francisco
KCPO - Seattle
KING - Seattle
WTVT - Tampa
KMSP - Twin Cities
WTTG - Washington D.C.

PRINT/ONLINE

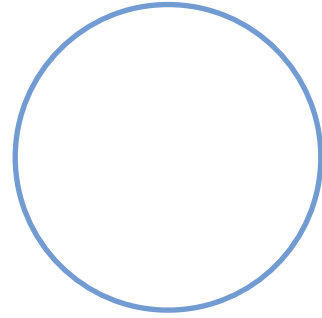
Babytalk Magazine
Baltimore Sun
Better Homes and Gardens
Boston Globe
Boston Herald
Chicago Magazine
Chicago Parent
Chicago Sun Times
Chicago Tribune
Child
Cleveland Plain Dealer
CNN Live
Crain's Business Chicago
Daily Herald
Economist
Fit Pregnancy
Forbes.com
Glamour.com
Herald Tribune
Inc. Magazine
Ladies' Home Journal
Marketwatch
Miami Herald
Minneapolis Star Tribune
Modern Bride
New York Daily News

New York Magazine
New York Post
New York Times
Newsday
Newsweek
Orlando Sentinel
Parenting Magazine
Parents Magazine
Philadelphia Inquirer
Pregnancy Magazine
Real Simple
Real Simple Family
Redbook
Seattle Times
Star Tribune
Sun Herald
Sun-Sentinel
Tampa Bay Tribune
The Bump
Time Magazine
Times Herald
Today's Chicago Woman
USA Today
Wall Street Journal
Washington Post
Working Mother

RADIO

Manic Mommies Radio
Martha Stewart Radio
Mom Talk Radio
Ms. CEO Show
NPR - The Splendid Table
WBBM - Chicago
WGN - Chicago
WFHM - Cleveland
KERA - Dallas
WBAP - Dallas
KFAI - Minneapolis
KSTP - Minneapolis
WOR - New York
KBKS - Seattle
WXLO - Worcester

GENEVIEVE THIERS



What do you get when you cross a babysitter and former Big Bird with a professional opera singer, an award-winning entrepreneur and the iVillage Babysitting Expert? You get Sittercity founder and CEO, Genevieve Thiers, of course.

As the oldest of seven children, including two sets of twins, babysitting is in Thiers' blood. While pursuing her undergraduate degree at Boston College, she worked her way through school by babysitting for more than 30 families. Endless diaper changes and bedtime stories later, Thiers pitched the idea for Sittercity.com to Boston investors in 2000. Their response? "We don't fund babysitting clubs."

Undaunted, Thiers turned to another "investor," her dad, and borrowed \$120 to buy the domain name for Sittercity.com. Using part of her salary from her job at IBM, Thiers hired two friends to design the Sittercity website. While they put their technical design skills to use, Thiers spent her days at IBM, her nights singing and getting her master's degree in opera, and all of her free time distributing 20,000 babysitter recruitment flyers across Boston on foot, including canvassing 20 local colleges.

Years later, Thiers' blisters from those recruitment days have healed and Sittercity, now based in Chicago, has more than a million member profiles nationwide. This babysitter-turned-entrepreneur has also brought her caregiving expertise to the national media, where both she and Sittercity have been featured in multiple TV, radio and print outlets including Ellen, The View, the Today Show (where Genevieve serenaded Mike Leonard!), the CBS Early Show, CNN, iVillage Live, Martha Stewart Living Radio, The Big Idea with Donnie Deutsch, Life & Style, The Wall Street Journal, The New York Times, Redbook, Parents, Parenting, Real Simple, Better Homes and Gardens, and Working Mother. Thiers also runs a popular business blog for Crain's Chicago Business, serves as the iVillage Babysitting Expert and published her first book, *Love at First Sit*, in the summer of 2008.

In addition to appearing in the national media, Thiers has also been recognized for her innovative vision and unique business-savvy, securing 13 national and international awards on behalf of herself and the company. In 2007, Thiers was listed on Forbes Junior Power League and in Crain's 40 Under 40. Prior to that, she was recognized in a ceremony by President Bush at the White House as the Small Business Administration Young Entrepreneur of the Year for 2006 and also received the Women's Business Development Center Rising Star Award for 2005. Noted for her expertise and business acumen, Thiers has spoken at hundreds of entrepreneurial forums, young executive forums, mothers' forums, colleges and conventions across America, and is a popular keynote speaker. She has been a speaker at both Harvard Business School and Kellogg School of Management, and has taught classes at Babson College, Boston College, Columbia College in Chicago and the University of Illinois. In addition to advising students, Thiers has also shared her small business expertise with various political figures, from former Secretary of the Treasury Hank Paulson to head of the SBA Steven Preston to Secretary of State Hillary Clinton.

To learn more about Genevieve Thiers and her expert appearances nationwide, please visit www.sittercity.com/press.html.

Questions? Contact:

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SITTERCITY AWARDS/HONORS



#287 ON INC. 500'S
FASTEST-GROWING PRIVATE
COMPANIES, 2008

FEMTOR EMERGING
LEADER FINALIST, 2006

YOUNG EXECUTIVES
CLUB OF CHICAGO YOUNG
LEADER AWARD, 2007

WEBBY-WORTHY AWARD, 2005

UPS "OUT OF THE BOX"
FIRST PLACE WINNER, 2007

GOLDEN TRUMPET AWARD, 2005

FORBES JUNIOR
POWER LEAGUE, 2007



ENTREPRENEURIAL WOMAN
OF THE YEAR RISING STAR
AWARD, 2005

CRAIN'S 40 UNDER 40, 2007

STEVIE AWARD:
COMMUNICATIONS CAMPAIGN
OF THE YEAR, 2005

INTERNATIONAL DAVEY
AWARD, 2007

TIME'S COOLEST WEBSITES, 2004

SBA YOUNG ENTREPRENEUR
OF THE YEAR AWARD, 2006