



**FOR RELEASE ON OCTOBER 3, 2013**

**MYTIME TAKES ITS ONLINE APPOINTMENT BOOKING DESTINATION NATIONAL  
WITH THE LAUNCH OF iOS APP**

*Consumers nationwide can now book appointments online - ranging from haircuts to oil changes - with over 2 million businesses, available for booking through the MyTime iPhone app and website.*

SAN FRANCISCO, CALIF. -- OCTOBER 3, 2013. **MyTime**, the online destination to book appointments, announced today that it is launching its first iPhone app, and will be expanding its coverage nationwide for consumers to find and book appointments online.

There are currently over 70 service types that can be booked through MyTime, ranging from auto detailing to haircuts to yoga classes. Consumers can also find deeply discounted sale prices by booking their favorite merchant's off-peak or slower times.

MyTime originally piloted its website (<http://www.mytime.com>) in February 2013 in Los Angeles, Calif.

**MyTime iPhone App Launch**

The MyTime iPhone app, currently available in the Apple App store, brings the convenience of on-the-go appointment booking to millions of iPhone users. With the tap of a button, consumers can now find, book & pay for all of their appointments online. Some of the convenience-oriented features in the app include:

*SEARCH across millions of appointments - by distance, service type, or business name.* Consumers can view a list of businesses with available appointments, or see them portrayed graphically on a map.

*INSTANTLY BOOK ~3000 full business profiles, and purchase the services through the MyTime app.* Starting with the Los Angeles and SF Bay Area, MyTime has begun to integrate into business's calendars directly and perform real-time synchronization with the business's scheduling software. These appointments are instantly confirmed and payment can be made through the MyTime app.

*REQUEST AN APPOINTMENT from >2 million businesses nationwide.* These businesses do not yet allow for real-time booking, but are nonetheless confirmed by the MyTime team within minutes.

*MYTIME FAVORITES* allow consumers to book their favorite businesses with 1-click. From a single screen, consumers can book, reschedule or cancel appointments; get notified when it's time to rebook with a business; leave ratings and reviews; and share recommendations with friends. Favorite businesses can be imported directly from the consumer's iPhone contacts and calendar.

### **MyTime Expands from Los Angeles to Nationwide**

For the first time, MyTime will be available nationwide via its website and iPhone app with more than two millions businesses available for booking at launch. For many businesses outside of Los Angeles and the Bay Area, the MyTime team will concierge the appointment and confirmations will be sent within minutes.

### **About MyTime**

Founded by technology entrepreneur Ethan Anderson, and backed by Upfront Ventures, MyTime is an open appointment superstore that lets you book the appointments you want for the time you want, while saving you money in the process. Currently available nationwide with over 2 million businesses, MyTime makes it simple and convenient for customers to find and book appointments with the highest-rated local merchants. Utilizing advanced dynamic pricing and yield management techniques, MyTime customers can save significant amounts of money when booking off-peak or last minute appointments. The website and iPhone app helps drive new and existing customers to businesses when they need them most, before the time passes and the appointment goes unfilled.

### **Additional information**

iPhone app name: MyTime

Category: Lifestyle

Release date: October 3, 2013

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