

For Immediate Release

RunMyErrand Changes Name to TaskRabbit

New and Improved, TaskRabbit.com Helps Bostonians Live Smarter

Cambridge, MA – April 8, 2010 – RunMyErrand, the company that helps people live smarter by outsourcing their errands and tasks has changed its name to TaskRabbit, and unveiled its new website, www.taskrabbit.com.

The new name better reflects the increasingly wide range of tasks for which people are using the service. Seven days a week, twenty-four hours a day, Bostonians are outsourcing tasks from jump starting a car battery, to setting up a printer, creating a soundtrack for a party, and getting dog food delivered.

"I love our new name," said TaskRabbit founder, Leah Busque. "TaskRabbit better describes the essence, the soul, of our company. Bostonians are turning to us for much more than errands to the grocery store. The name change reflects the enormous scope of what we do, which, ultimately, helps people live smarter."

Supporting both the TaskRabbit name change, and a growing member community, TaskRabbit.com includes several new member-requested features, including the ability to "pay-as-you-go" for any given task; previously, customers had to purchase credits in advance of posting a task. Also new is the ability for members to put a task out for bid, a feature that allows multiple runners to bid on a specific task.

"I am thrilled watching TaskRabbit continue to evolve and grow," Busque continued. "When I founded RunMyErrand in 2008, I believed in its potential and promise to help a community live more efficiently. TaskRabbit is a major hop forward toward fulfilling our original 'smarter living' vision."

TaskRabbit has emerged as a dynamic online and mobile marketplace that provides its members with inexpensive, on-demand personal assistance. Members simply post a task on www.taskrabbit.com and set the price they're willing to pay. That task is immediately relayed to a network of several hundred, pre-screened, background-checked TaskRabbit "Runners" who then contact the member and complete their task quickly and efficiently. The average cost of a task ranges from \$10-15. Popular tasks include dropping off donations at Goodwill, assembling IKEA furniture, doing pharmacy runs and odd jobs like lawn mowing, dog walking and kitchen re-organization.

TaskRabbit's Chief Marketing Officer, Anne Moellering, says, "TaskRabbit is so simple, its genius. TaskRabbit helps our members live smarter by out-sourcing their to-do lists, bringing them closer to each other in both their in-person and digital communities. That's powerful stuff."

About TaskRabbit

TaskRabbit is an online and mobile marketplace that helps people live smarter by allowing them to outsource their errands and tasks. A flexible, on-demand delivery network, TaskRabbit also partners with local businesses looking to expand their reach

and revenue at no cost. Although now exclusively in the greater Boston-area, TaskRabbit is preparing to expand into additional markets.

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