

Easilydo— Life Assistant Comes to iPhone & iPod touch

SAN FRANCISCO, CA - December 13, 2012 - Easilydo, a free social productivity app that gets things done on the spot, launched today for iPhone and iPod touch. The average person makes 35,000 decisions per day but the difficulty of juggling multiple apps to help you act on those decisions are finally over. By handling dozens of tasks ranging from checking directions to cleaning up your contact list, Easilydo makes life simpler, alleviates everyday stress and makes you feel like a better person.

Users need to download the app, and then have the option to connect to Facebook, Calendar, Gmail, Yahoo and LinkedIn accounts to pull in the information and tasks that are important to them. User data is always protected. Easilydo will then offer to complete your daily tasks with a simple tap of the 'Do It' button.

Example of tasks that Easilydo can help you with:

- **Never miss life's important moments.** Get birthday reminders, event invites, and important social updates shared by your friends; sends your wishes, e-gifts, RSVPs, congratulations and support messages — be there for your friends.
- **Navigate your busy day easily.** Get 'time to leave' alerts and directions to your home, work, or next appointment; auto-dial into calls; text to say 'you're on the way' or 'running late'; track packages — what you need when you need it.
- **Keep organized with zero effort.** Merge duplicates in your address book, add contacts from emails, clean old deal emails, and file receipts into an email folder automatically — taking care of the niggling things that you always mean to get to and don't.

"All of us are overwhelmed by the daunting number of apps that we have on our phones to keep up with our work and social lives. To solve this, Easilydo simplifies life by finding what you care about and offering to get it done for you," says Mikael Berner, Founder and CEO, Easilydo. "People who use Easilydo rave about how much time they save and how the app helps them be a better friend and family member. Our aim is to make people feel good about taking control of their day, having less email to deal with, and eliminating the guilt of forgetting something."

Easilydo is also announcing today that it has raised \$4.3 million in funding from USVP and Mayfield Fund, with additional investments from individual funds. "Easilydo has built a disruptive new application that will re-shape the

way people get things done, which will be essential in our mobile-driven world,” says Robin Vasan, Managing Director at Mayfield Fund. “Our investment in the Easilydo team underscores our belief in the talent and determination that have always brought their ideas to fruition.”

The [Easilydo](#) App is available for free from the App Store on iPhone and iPod touch or at www.itunes.com/appstore.

About Easilydo

Easilydo is an app for the iPhone that finds important tasks and things you care about and offers to take care of them for you. Founded in 2011 by Mikael Berner former CEO of BeVocal and Hetal Pandya, former Director at Nuance, Easilydo is on a mission to reimagine and simplify how we get things done. The company is backed by Mayfield Fund and USVP and is headquartered in Mountain View, CA. For more information please visit www.easilydo.com.

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