

New iPhone Application From GoodGuide Lets Users Scan Barcodes to Get Health, Environment and Social Responsibility Ratings While in the Store

GoodGuide Also Announces \$5.5 Million Series B Funding

November 18, 2009 – San Francisco, CA – [GoodGuide](#) today announced the first iPhone application that scans barcodes to provide impartial health, environment and social responsibility ratings of products and companies. The newest version of [GoodGuide's iPhone application](#), now available for free from Apple's iTunes App Store, will make it easier and faster for consumers to find healthy and environmentally friendly products from socially responsible companies while standing in the aisle of a store. GoodGuide licensed Occipital's state-of-the-art RedLaser barcode scanning technology for its new application.

GoodGuide's new iPhone application can help consumers in the store with many common purchase decisions. For example, the application enables consumers to choose the healthier of two moisturizers, determine what's in various all-purpose cleaners and learn whether organic product manufacturers have good social practices to go along with their healthy manufacturing processes. Consumers can scan a barcode in the supermarket aisle and immediately see detailed and independently researched ratings for health, environment and social responsibility for over 50,000 products and companies right on the phone.

In addition, by using the new version of GoodGuide's iPhone application, consumers will be able to participate in picking the products to be rated next. GoodGuide will aggregate information about which products are scanned most frequently and use that information to prioritize the products that are rated by GoodGuide. This will ensure that the thousands of products rated every month are those that the GoodGuide community cares about the most.

Dara O'Rourke, founder and CEO of GoodGuide, emphasized that the new iPhone application is another step in the initial stages of the company's vision to make information about consumer products more transparent. "The iPhone application illustrates how we can provide consumers with critical product information when they need it the most – in the store," he said. "The service will only get stronger over time as we add more and more product information based on our community's input."

The launch of GoodGuide's new iPhone application follows GoodGuide's closing in June of this year of \$5.5 million in Series B financing. GoodGuide's Series B financing was led by new investor Physis Ventures with the additional participation of New Island Capital and existing investors New Enterprise Associates and Draper Fisher Jurvetson. In connection with GoodGuide's Series B Financing, William Rosenzweig, Managing Director of Physis Ventures, has joined GoodGuide's Board of Directors.

"This new round of financing will allow GoodGuide to further our mission of providing more transparency in the marketplace, helping us expand into new product categories and to rate tens of thousands of additional products, all with the goal of empowering consumers with the impartial information they need on the products they care most about." said O'Rourke.

In the last year, GoodGuide has won numerous awards including being named the "Startup Most Likely to Make The World a Better Place" at the 2008 Crunchies, Top 100 Web Sites of 2009 by PC Magazine, and CNET's Editor's Choice for "Best Newcomer" in CNET 2009 Webware 100.

About GoodGuide

GoodGuide helps consumers find safe, healthy, and socially responsible products and companies. GoodGuide currently offers detailed product information for personal care, household chemical, toy and food products on its website at [GoodGuide.com](#), through its iPhone application and on online commerce websites. By making information about consumer products transparent, GoodGuide's goal is to help

people shop smarter and motivate companies to offer even better products. GoodGuide is an independent B Corporation, a new type of company which uses the power of business to solve social and environmental problems.

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