

Introducing Cozi



Family life. Simplified.

Families come in all shapes and sizes, but they share common challenges — they are incredibly busy juggling work, school, after-school activities, errands, household chores and more. That's why Cozi was created and specifically designed for busy moms and dads who are in need of time-saving, easy-to-use solutions that help organize and simplify today's hectic family life.

Cozi is a free online service that helps busy families manage crazy schedules, track shopping and to-do lists, organize household chores, share information and stay in communication — all in one solution. Since families are on the go, Cozi is too. Families can access Cozi from any computer at home or at work, and can get shopping lists, schedules and messages on any mobile phone. You can even sync the Cozi family calendar with your PDA or smart phone via Outlook. With Cozi, families are always connected to the information they need to make life easier.

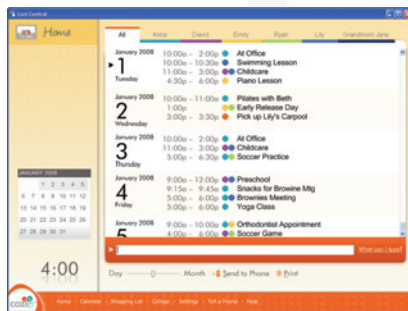
Breathe Easy. Cozi Helps Get Things Done.

With Cozi at its fingertips, the family stays organized, schedules are updated, groceries get bought and things get done in a simple, fun way. Cozi helps families to be more productive and coordinated, so you have more time for the things you really want to do.

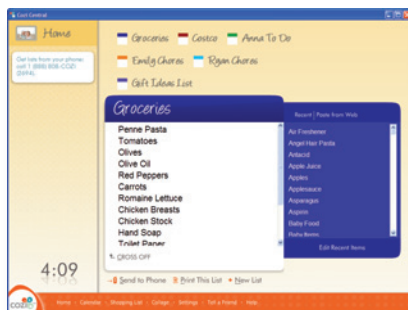
FAMILY HOME PAGE



FAMILY CALENDAR



CUSTOMIZED SHOPPING LIST



○ Trouble getting everyone on the same page?

Cozi Calendar – Manage everyone's schedules easily and coordinate between activities, appointments, school and work events with a central, color-coded family calendar that the whole family can easily access.

○ You're at the store, but your grocery list is at home?

Cozi Shopping Lists – Keep track of the items your family needs to purchase and tasks that need someone's attention without sticky notes or scraps of paper. Never get stuck at the grocery store without your shopping list again; call Cozi toll-free (1-888-808-Cozi) and have your lists read to you or sent directly to your phone via text message.

○ Need your spouse to pick up the kids after soccer practice?

Cozi Messages – An easy way to send quick updates and reminders to the family, individually or everyone at once, send a message right from Cozi to their mobile phone or email account.

○ Already use Outlook at work for appointments?

Cozi Outlook Toolbar – Cozi syncs with Outlook. At the office, you can see your family appointments in Outlook. No more missed family events and no more double calendar entries.

○ Haven't looked at your pictures from the last vacation yet?

Cozi Collage Screen Saver – Cozi automatically finds all those family photos from vacations, birthdays, sports events and other family activities and displays them in fun collages right on your computer screen so you can enjoy them all.

○ Who has time for a complicated family blog?

Cozi Family Journal – Cozi is built for busy parents and makes it incredibly easy to capture and share special moments. Quickly jot down a moment or memory, like the funny things your kids say, add a picture and you're done.

Cozi Rave Reviews



As a corporate slave, I like Cozi because the installed version syncs with my Outlook calendar, and the sync is under my control. I can have Cozi read only the appointments that keep me away from home in the evenings; my wife doesn't see the family calendar crowded with my meetings during work hours.

— *c|net, Rafe Needleman, 1/08*



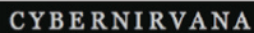
In addition to the color-coded calendar, which syncs with Microsoft Outlook, Cozi has lots of great features.

— *Yahoo! Tech, Dory Devlin CES 2008, 1/08*



(Cozi) is perfect for busy families trying to coordinate their activity-packed schedules.

— *DisneyFamily.com, 12/07*



(Cozi) is certainly a very user-friendly medium with attractive design and color to convert any technophobes! The Outlook add-on is definitely a big plus and I would recommend this to anyone who is in a position to share his/her calendars with other for social/domestic reasons.

— *Cybernirvana, 11/07*



This specially-targeted family calendar system works well and is something you should check out. You have to download the software onto your PC, but you can view the calendars via the Web, including on a Mac.

— *WNBC, 9/07*



Cozi is geared toward people who value an easy-to-use organizational solution more than the latest, greatest technology. I love how easy everything on Cozi is to use.

— *PC Magazine, Site of the Week, 8/07*



Cozi makes kitchen computers, or family computers anywhere in the house, more useful ... Cozi just works. It looks clean, organized and uncluttered, regardless of hectic schedules.

— *WSJ, The Mossberg Solution, 4/07*



Ever wish you had a personal assistant? Go to cozi.com for the next best thing.

— *Parenting, 3/07*



Cozi has created family-friendly scheduling software that will steer your family in the right direction ... Cozi will make sure no Costco run for toilet paper is forgotten and no parent-teacher conference is missed (unless you actually prefer it that way).

— *USA Today Weekender, 12/06*



Turn your computer into a Command Center...keep track of sports, homework, lessons, play dates and whatever else needs to be done.

— *The Denver Post, 11/06*



Before you dial the family shrink, log onto Cozi. A totally free tool for busier-than-busy parents...a mini command central for the fam.

— *Daily Candy, 9/06*



A family oriented web-based application with scheduling, lists, and messaging... Cozi knocked my socks off.

— *Forbes on Tech, 9/06*

Cozi Co-Brand Overview



Cozi offers its partners the opportunity to connect with families in a deep and lasting way. Cozi delights families by solving a real need; when this need is met, families welcome Cozi and its partners into the center of family life. We co-brand our application so that families perceive the value of Cozi as coming from you: You solve the family needs. You are the center of family life. You create a community through which to communicate for many years to come. This creates a tremendous opportunity to build brand loyalty, develop customer insight, advertise, and integrate your content into the daily family routine with an unsurpassed financial return.

EXAMPLE CO-BRANDS



OUR PARTNERS

We partner exclusively with companies that share our passionate focus on the family. Each of our partners touches families in a deep way. A representative sample of our partners is listed below.



What Cozi Families Are Saying



What a wonderful free tool! Found your web site in the latest edition of All About Kids Magazine. It's really neat! Thanks a million.

I must say I'm impressed, I've been trying to find a family scheduling tool that works for a long time, and so far I just love yours.

Just signed up as a Cozi user and love it so far. I can see my family using this system a lot. Thanks again for a wonderful product.

Thanks for a great service! Easy to use, "help" is user friendly. A blessing to our family! Especially since we can access from work, etc., so we can keep up with the whole family's activities.

I just stumbled on to Cozi. In an act of frustration after not being able to keep the family synchronized, I did a web search and Cozi came up. The application is great!

This is what I've been waiting for from you guys. Nice job. I will spread the word within the Hollywood community.

I love the Cozi Calendar! With four busy teenagers and two adults working fulltime, Cozi is a great tool for helping us stay organized.

I love this service. Just found out from a family member and I'm hooking it all up. It was fairly easy and I'm a little computer illiterate! My husband loves the grocery list thing.

I LOVE the Outlook toolbar!!! I just upgraded to the Beta 2 version. Thanks for making such a wonderful product.

(Outlook Toolbar) This is a great feature! It works as advertised, and is very simple, like everything else about Cozi.

I totally LOVE Cozi! Thank you again (a million times) for the program I don't know what I would do without it!!

I found your software today and my first impression is great, it's easy to use and the family can use the kitchen touch screen.