



## Three Million Doodlers Can't Be Wrong

*-- Doodle.com proves appetite for online scheduling tools with  
10 per cent monthly growth --*

2 April, 2009 – Zurich – Doodle, the popular Web 2.0 scheduling tool, announced today that it has surpassed the three million user mark globally\* and is continuing to grow at around 10 per cent each month. With growth up 167 per cent compared to this time last year, Doodle's rapid advancement demonstrates the consumer and business demand for simple, yet effective online scheduling tools, the company said. In Switzerland, more than one out of ten of the entire population uses the service at least once a month. In Germany, the US and the UK, Doodle's user base more than quadrupled over the last twelve months.

"Getting people to agree to a time for a business meeting, conference call or social event, even by email, can be a nightmare – that's why we founded this company," Doodle's founder and CEO Michael Näf said. "The rapid adoption of Doodle by both businesses and consumers demonstrates that people around the world are getting used to the concept of arranging meetings via an online scheduling tool – as long as it's self-explanatory and doesn't swallow up time itself. Our research shows that people are coming back and using Doodle again and again. This is because it saves people time."

You can read more about what Doodle users think of the free service here:

<http://doodle.com/blog/english/2008/12/02/nominate-us-for-the-crunchies-2008/#comments>

\* Unique Visitors per month according to Google Analytics (March 2009)

### **Press Contact**

Tilman Eberle

Vice President of PR and Communications

[www.doodle.com/press](http://www.doodle.com/press)

Email: [the@doodle.com](mailto:the@doodle.com)

Telephone: +41 (0) 44 586 98 14