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## Photo Release -- Home Improvement Network Porch.com Names Jeff Dossett Chief Operating Officer

**Jeff Dossett, Former Chief Revenue Officer at Demand Media to Lead Operations for Porch and Report to Chairman and CEO Matt Ehrlichman**

SEATTLE, Dec. 17, 2013 (GLOBE NEWSWIRE) -- Porch.com (<http://porch.com>), building the world's first and most trusted home improvement network, today announced Jeff Dossett as Chief Operating Officer.

A photo accompanying this release is available at <https://www.globenewswire.com/newsroom/prs/?pkgid=22719>

Jeff Dossett, Chief Operating Officer, Porch.com

With over two decades of experience, Mr. Dossett will lead all profit and revenue responsibilities for the technology company including sales, support, business development, and finance.

The former Chief Revenue Officer of publicly traded company Demand Media brings broad experience in the digital space, building large and highly productive teams, and scaling diverse revenue streams.

"This is a critical role for our company and there were many fantastic candidates who have led amazing companies. We are enthusiastic about Jeff and his fit at Porch," said Chief Executive Officer, Matt Ehrlichman. "My goal with Porch is to build a truly great company. Jeff brings complementary experience to our world-class leadership team such as the ability to develop and scale multiple revenue streams. But most importantly, Jeff is a terrific cultural fit for Porch as we look to put together something really special. He was the natural choice for such an important role."

"This is a great time to join Porch. Since their launch in September 2013, Porch has grown to over 80 people and they are making tremendous strides towards building a home improvement network that is easy, delightful, and connected," said Chief Operating Officer, Jeff Dossett. "What excites me most is the work we have in front of us. With the development of a great product and the implementation of world class partnerships, there is a great opportunity to build a tremendously impactful company that changes how people live in their homes."

Prior to developing innovative advertising, content, and integrated community engagement solutions for brands and publishers at Demand Media, Jeff held senior leadership positions at Yahoo! where his teams were responsible for all site and audience experiences in North America. Prior to Yahoo!, he spent 17 years with Microsoft, most recently as executive

producer and General Manager of Microsoft's MSN Media Network in the United States. Jeff has also served as chairman and CEO of AdventureLink, a VC-funded search and e-commerce start-up and is Co-Founder of Compass Construction Resources Ltd., specializing in completing commercial and institutional renovation projects in occupied buildings and facilities.

Jeff received a degree in business administration with honors from the Richard Ivey School of Business at the University of Western Ontario in Canada.

### **About Porch.com**

Porch.com is the first and only free home improvement network that connects homeowners and renters with the right home service professionals based on who neighbors have used, project and cost history, and friend and neighbors' endorsements. In addition, Porch helps home professionals get more business, better exposure, and higher revenue with free business profiles and paid marketing & analytics tools. Porch.com can be found online at <http://porch.com>.

The photo is also available via AP PhotoExpress.

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