

PRESS RELEASE

EDiMA welcomes new member Yelp

Brussels, 12 May 2015 - EDiMA* is delighted to welcome Yelp as its newest member. Yelp is committed to developing within the European market, working alongside and supporting European companies, with the aim of becoming the go-to local business review site internationally. Launched in 2004, it had more than 135 million visitors in the last quarter of 2014 and over 71 million reviews published.

“As a worldwide leader in the connecting consumers to great local businesses, Yelp will add a strong voice to the EDiMA membership and add to our critical role in policy debates at the EU level as it brings an additional dimension to our representation,” stated Siada El Ramly, EDiMA Director General.

With the recent publication of the European Commission Digital Single Market Strategy for Europe, Yelp will add its voice to the strong association of members within EDiMA working towards the realisation of an EU Digital Single Market and greater services and opportunities for consumers and businesses alike.

“Yelp is very pleased to have joined EDiMA. We see in the association a prominent voice in the promotion of the Internet and look forward to add our efforts and insight to creating better policy for Internet services aimed directly at European consumers” said Kostas Rossoglou, Head of EU Public Policy for Yelp.

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* EDiMA is the European trade association representing online platforms. It is an alliance of new media and Internet companies whose members include Allegro Group, Amazon EU, Apple, eBay, Expedia, facebook, Google, King, LinkedIn, Microsoft, Netflix, Nokia, Twitter, Yahoo! Europe, Yelp. EDiMA's members provide Internet and new media platforms offering European consumers a wide range of online services, including e-content, media, e-commerce, communications and information/search services.