



OVERVIEW

The leading productivity tool for families with more than 15 million users, Cozi is a free app and website that helps users manage the chaos of family life with a shared calendar, shopping lists, to do lists, recipe box and more. Cozi families keep track of everything from school schedules and sports activities to grocery lists, meals and chores — all in one place everyone can access anytime, anywhere, on any platform.

FEATURES

Cozi helps families stay productive and connected with a suite of easy-to-use shared tools:

Family Calendar: A color-coded calendar that lets you view an individual's schedule or the whole family at once. Add or edit appointments that everyone in the family can see, set reminders so no one misses an important event, and get an agenda for the upcoming week emailed to any family member.

Shopping Lists: A grocery list the whole family can access in real time. Retrieve lists when you're at the store and see items added by other family members when you're on the go — no more coming home with everything but the one thing you really needed.

To Do Lists: Create a shared to do list, a honey-do list or a chore list for the kids. Create as many lists as you want: emergency supplies list, packing checklists, camp supplies and more.

Recipe Box and Meals: With Cozi's Recipe Box, it's easy to store all your recipes in one place. Add recipes from your favorite sites, drag and drop to schedule dinner ideas for the week, and add ingredients to your grocery list with one click.

Family Journal: Jot down a special moment and add a photo. Cozi's journal is designed especially for busy parents, so it's easy to keep favorite memories you don't want to forget.

PRESS-READY DESCRIPTIONS

Short

- Cozi is the leading shared family calendar and lists app. It makes sure you don't schedule family vacation over the championship game and keeps you from buying milk twice.
- Cozi is the surprisingly easy way to organize the family. It makes sure you don't schedule vacation over the championship game and ensures your cupboards are stocked with everyone's favorites.
- Ready to feel organized and on top of family life? Get Cozi. Simplify hectic back-to-school schedules, to do lists and more with the must-have organizing app for families.
- Cozi remembers everyone's appointments, coordinates the busy family schedule, and keeps track of shopping and to do lists so you don't have to.

Long

Cozi keeps everyone's schedules and all your lists in one place the whole family can access. Check the family calendar, set reminders, and see lists from any computer or mobile device (PC, Mac, iPhone/iPad, Android phone/tablet, Windows phone/8.1 tablet). Cozi is rated 4.5 stars in Google Play and iTunes and is the winner of multiple awards and accolades: Appy Award for Best Family App, Parent Tested Parent Approved Seal, Named Best App for your Personal Life by Mashable, Named Best App for a Better Life by The Today Show, and more. Cozi remembers everyone's appointments, makes sure schedules are coordinated, and keeps track of shopping and to do lists, so you have more time for the fun stuff.

THE COZI FAMILY

More than 6 million households depend on Cozi to keep their family life organized. The majority of our users are moms with one or more kids at home. Nearly all Cozi moms use smartphones, and 90% are the primary purchaser for their homes.

Median age: 39

Median household income: \$95,000

86% are female

82% are age 25-54

86% have 1 or more kids in household

68% have kids 4-10 yrs old

70% have kids 11-17 yrs old

72% have pets

79% own a home

American moms are busier than ever. Over 40% of moms are the primary breadwinner for their household, compared to just 11% in 1960.¹ They have very little "me" time - less than an hour per day, according to 54% of mothers. And they're more connected - 87% of families use the Internet, and more than half own a smartphone.² 78% of smartphone-owning moms say it helps increase productivity and get more things done. They depend on tools like Cozi to stay on top of their hectic schedules.

CUSTOMER REVIEWS

Interested in talking to a Cozi user for your story? We can put you in contact with real Cozi families who'd be happy to talk to you about their experience using our app. Contact marketing@cozi.com for details.

"We've been using Cozi for a few years and recommend it often to other families. We have not found a better calendar for an entire family to use." -Joe

"This is a great app! I think Cozi will save my sanity and my marriage! Finally, my wife and I are on the same page." -Tom

"It's a stunning app and is proving useful beyond measure. We really depend on and love Cozi!" -The Skjervold Family

"We couldn't make it through the day without Cozi." -Marcie

¹ "Breadwinner Moms | Pew Research Center." 2013. 23 Jun. 2015

<http://www.pewsocialtrends.org/2013/05/29/breadwinner-moms/>

² "Health Fact Sheet - Pew Internet & American Life Project." 2014. 23 Jun. 2015

<http://www.pewinternet.org/fact-sheets/health-fact-sheet/>

Other - Cozi User Survey