



Registered Users



Monthly Facebook Connected Users



Facebook Users



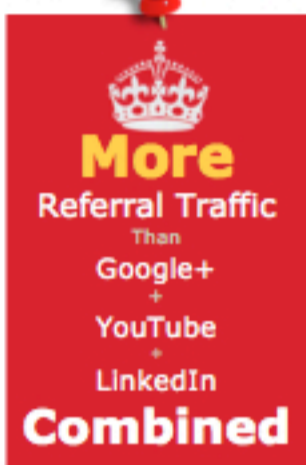
Percent Women



Pinterest's Facebook Fans



Average time spent per month on site



Drives More Traffic



"Re-pinned" Items on Pinterest



Employs Aggressive Reengagement emails to notify users



Better Homes and Gardens

## Early Brand Adopter of Pinterest



Martha Stewart



Real Simple



Whole Foods



West Elm



Kate Spade New York

