

Yippy, Inc. (YIPI) Officer/Director Notification

Appointment of Mr. Edward Noel to Board of Directors

July 20, 2012

Yippy, Inc., a Nevada corporation (the “Company”) has appointment Edward Noel, age 45, as a member of the Company’s Board of Directors (the “Board”). It is contemplated that Mr. Noel may serve on certain committees of the Company’s Board, but no such committee appointments have been made at this time. Mr. Noel has no family relationships with any other executive officers or directors of the Company, or persons nominated or chosen by the Company to become directors or executive officers. The Board is now comprised of Mr. Morton Fink, Ms. Debbie Sharken, Mr. Richard Granville and Mr. Edward Noel.

During the past five years, Mr. Noel has not had any of the following events occur:

- any bankruptcy petition filed by or against any business of which such person was a general partner or executive officer, either at the time of the bankruptcy or within two years prior to that time;
- any conviction in a criminal proceeding or being subject to a pending criminal proceeding, excluding traffic violations and other minor offenses;
- being subject to any order, judgment or decree, not substantially reversed, suspended or vacated, of any court of competent jurisdiction, permanently enjoining, barring, suspending or otherwise limiting his involvement in any type of business, securities or banking business; and
- being found by a court of competent jurisdiction in a civil action, the SEC or the Commodity Futures Trading Commission to have violated a federal or state securities or commodities law.

Mr. Noel, age 45, has over fifteen years business experience working in the Internet industry, including relative expertise in the areas of strategy, business development, search product management, mergers & acquisitions, ad sales and marketing. Currently, Mr. Noel serves as the Chief Revenue Officer of Alphabird, Inc., a position he has held since May 2012. From November 2011 until May 2012, Mr. Noel served as Founder and Chief Executive Officer of Mustard Seed Ventures, Inc. From February 1999 to November 2011, Mr. Noel served as Chief Revenue Officer / Chief Strategy Officer of Lycos, Inc. Mr. Noel was instrumental in crafting the corporate strategy for Lycos, which led it to its first profitable year in 2009. He was also the lead negotiator for the subsequent sale of Lycos to Ybrant Digital in 2010. From 1995 to 1999, Mr. Noel worked in the public accounting industry for both Price Waterhouse and KPMG, with a focus on companies in the Internet industry. Prior to 1995, Mr. Noel served honorably in the United States Marine Corps.