

**Industry:**

Human Capital Technology

Headquarters:

Chicago

Website:www.yello.co**For more information,
please contact:****Corey Greendale**

Managing Director

cgreendale@firstanalysis.com

312-258-7139

*Media contact:***Dave Leshuk**dleshuk@firstanalysis.com

312-258-7131

First Analysis

One South Wacker, Ste. 3900

Chicago, IL 60606

312-258-1400

www.firstanalysis.com**First Analysis portfolio company Yello honored with a top award at the 2016 ITA CityLIGHTS Awards**

CHICAGO – September 23, 2016 – First Analysis portfolio company Yello, the leading talent acquisition software company, has been honored with the top award for Outstanding Technology Development at the 2016 Illinois Technology Association (ITA) CityLIGHTS Awards for its Yello Referrals solution. The ITA CityLIGHTS Awards, in its 17th year, is the premier annual event in Illinois that celebrates and honors achievements from the local technology community.

The Outstanding Technology Development Award is presented to the company or organization that develops a technology tool, process, or service that makes a substantial improvement on business metrics.

Yello Referrals makes a substantial improvement in the employee recruitment process. Employee referrals are often the best hires, but many companies have a fragmented referral process that lacks employee incentives and overall transparency. Yello Referrals addresses these recruiting pain points by incentivizing the referral process and increasing hiring transparency, while also fueling the applicant-to-hire conversion rate, mitigating legal risks and streamlining communication.

First Analysis Managing Director and Yello board member Corey Greendale commented, "We are very proud to see Yello recognized by CityLIGHTS this year. The company is committed to developing technology that overcomes recruitment challenges and turbocharges talent acquisition."

"Yello is focused on continuing to advance the local community through outstanding technology solutions, and delivering value to clients around the globe," said Jason Weingarten, CEO and co-founder of Yello.

Yello recently raised an additional \$4.2 million in Series B funding, led by long-time First Analysis partner firm, Argentum. First Analysis also participated in the round, which will be used to further the company's strong growth, with investments in engineering, sales and marketing.

About Yello

[Yello](#) is the Chicago-based software leader that is radically reinventing recruiting. Employers of all sizes – from Fortune 500 multinationals and large public sector organizations to high-growth companies – rely on Yello to manage and mobilize their recruiting processes. Previously known as Recsolu, Yello's considerable experience includes campus, professional, high volume and specialty recruitment. When you're ready to say hello to your next great hire, think Yello.

About First Analysis

[First Analysis](#) has one of the longest records (30+ years) in venture capital investing and has invested more than \$750 million across 12 funds in three fund families. First Analysis excels at uncovering and leveraging the best opportunities in emerging high-growth segments in technology and health care for the benefit of the investors and growth companies we advise and serve as well as our broader society and environment. Integrated public and

private company research underpins our success, yielding a deep, comprehensive understanding of each segment's near-term and long-term potential. First Analysis helps established companies become profitable leaders in large markets, funding growth plans and working closely with management in areas including strategy, recruitment, sales and marketing, and corporate development. Its flexible approach targets investing \$3-10 million as lead investor or as a syndicate partner who brings valuable perspective.