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MyTime Enables Online Booking and Payment via Facebook Pages
- Company Announces that MyTime Scheduler Customers Will be Able to Take Online Bookings and Payments Through Facebook

San Francisco, CA, October 19, 2016 – MyTime, the leading online scheduling and automated marketing application for local business, can now enable consumers to schedule appointments and pay for their services directly from the Facebook Page of any business using MyTime via a new Book Now call-to-action button.

The prominently displayed button opens a window on the mobile or desktop versions of the Facebook Page that allows clients to book appointments directly into the business's appointment calendar on MyTime. At the business's choosing, customers can also pay for the service on Facebook with their credit card.

"We built MyTime with the belief that local businesses should be able to accept online bookings from anywhere customers or potential customers want to interact with them, not just on their own website," said MyTime CEO, Ethan Anderson. "Over 60 million small businesses have active Facebook Pages, making them an increasingly important place to communicate, market and transact with customers online."

MyTime serves over ten-thousand local businesses in America who understand the important role that online scheduling, online payments, and automated marketing play in driving business growth and operational efficiency.

"Local businesses struggle to convert online marketing leads into orders," said Mark Suster, Managing Partner at Upfront Ventures. "MyTime's integration into Facebook Pages helps creates a one-click booking process with no friction. This is the holy grail in online marketing."

Merchants can access MyTime Scheduler on the web or on the go via the native iPhone and Android apps. Their clients can book appointments, pay for services or send them instant messages via MyTime.com, the merchants' own website, and now via Facebook Pages.

About MyTime:

Founded by serial technology entrepreneur Ethan Anderson (winner of TechCrunch50 for his previous startup, Redbeacon) and backed by Upfront Ventures, MyTime is the

most convenient way to book appointments online with over two million businesses nationwide. Consumers can visit www.mytime.com or use the native iPhone or Android apps to schedule appointments for haircuts, massages, dog grooming and many more services from the businesses around them. MyTime makes it easy to organize your life when it's convenient for you.

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