

RetailMeNot Launches First National Advertising and Branding Campaign Telling Consumers: Score the Savings You Want!™

- Branding campaign developed by GSD&M to help consumers understand that they can save money on products they buy every day from nationally known retailers with coupons on RetailMeNot

- Creative campaign will air nationally on television networks such as HGTV, E!, TLC, Bravo and others

- Branding campaign will run in conjunction with RetailMeNot's OctoNovemCember holiday shopping campaign, which launched last month

- National advertising will run throughout the holiday season, including display advertising, online video and other promotional activity

AUSTIN, Texas, Nov. 13, 2012 /PRNewswire/ -- RetailMeNot (www.retailmenot.com), the largest **online coupon site** in the United States, today announced the launch of its new branding campaign telling consumers: Score the Savings You Want!™

(Logo: <http://photos.prnewswire.com/prnh/20120308/DA66724LOGO-b>)

RetailMeNot's new branding campaign includes advertising on national television networks such as HGTV, E!, Bravo, TLC, Food Network, USA, TNT and others.

The television ad portrays a woman experiencing her own personal shopping nirvana while using RetailMeNot.com to save on the things she wants. It also features top retailers and e-commerce sites such as Kohl's, Best Buy and Orbitz to highlight some of the 60,000+ merchants that consumers will find coupons for on RetailMeNot—saving shoppers an average of nearly \$20 each time they use one of the 500,000+ available offers. The ad directs users to visit RetailMeNot.com or download the **mobile app** to "Score the Savings You Want!"™

The branding campaign will complement RetailMeNot's **OctoNovemCember** holiday shopping campaign that launched in October and will run throughout the holiday shopping season. The campaign includes display advertising and online video, plus promotional activities across national television programming, leading websites, blogs and social media sites.

RetailMeNot's agency, GSD&M, in Austin, TX, developed the creative for both the brand and holiday campaigns, and also handled the media planning and buying duties for TV, display and online video.

"This branding campaign will introduce an even greater number of consumers to RetailMeNot and shows them that they can take advantage of the offers available on RetailMeNot.com or via RetailMeNot's mobile app to save money nearly every time they shop at nationally known retailers they love and trust," said Jill Balis, the senior vice president of marketing, WhaleShark Media, Inc., the operator of RetailMeNot.com. "The development of this branding campaign is an important milestone for WhaleShark Media as we continue to see tremendous growth in our business and in the number of consumers relying on RetailMeNot every day to save money on the things they **actually** want to buy."

To view the new television advertisement, visit www.youtube.com/retailmenot.

About RetailMeNot.com

RetailMeNot.com (www.retailmenot.com) is the leading consumer destination for collaborative online coupon, deal and promotional code hunting and sharing. Our mission is to help consumers score savings on the things they want and enjoy a hassle-free discount shopping experience. Since November 2006, our users have shared hundreds of thousands of deals and offers from retailers from across the globe. Online coupons are rated and ranked by users, ensuring that quality deals rise to the top and expired coupons drop down the list. RetailMeNot.com is operated by WhaleShark Media, Inc., the world's leading marketplace for online coupons and deals.

Shopping on the go? Download the **RetailMeNot Coupons** app for iPhone and Android phones to access Hot Deals, browse top coupons, popular stores and categories and get thousands of online and in-store coupons to shop when you want, where you want. Make sure to "like" RetailMeNot.com on Facebook, follow the company

via Twitter [@retailmenot](#) and [add](#) us on Google+.

About WhaleShark Media, Inc.

WhaleShark Media, Inc. (www.whalesharkmedia.com) is the world's leading marketplace for online coupons and deals. The company's websites enable consumers seeking to save money to find hundreds of thousands of offers from retailers across the globe. WhaleShark Media experiences more than 400 million consumer visits to its sites every year. The WhaleShark Media portfolio of coupon and deal websites includes www.RetailMeNot.com, the largest online coupon site in the United States; www.VoucherCodes.co.uk, the largest online coupon site in the United Kingdom; www.Deals.com in Germany; web.Bons-de-Reduction.com and www.Poulpeo.com in France; www.Deals2Buy.com; www.CouponSeven.com; and www.CouponShare.com. WhaleShark Media is a fast-growing, profitable company funded by venture capital firms [Austin Ventures](#), [Norwest Venture Partners](#), [Adams Street Partners](#), [Google Ventures](#), [J.P. Morgan Asset Management](#) and [Institutional Venture Partners \(IVP\)](#).

Be sure to "like" WhaleShark Media on Facebook and follow the company via Twitter [@whalesharkmedia](#).

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