

RetailMeNot.com Gives \$150,000 to Online Coupon Clickers to Get the Gift They Really Wanted

Promotion from December 26-31 Awards 100 Winners a Day Gift Cards Valued at \$250 to Help Consumers Purchase Goods and Services Still on their Holiday Wish List

Austin, TX, December 26, 2011 – As a way to cure the post-Christmas holiday blues, RetailMeNot.com (www.retailmenot.com) today announced that it would give people the opportunity to win \$250 to help them buy the gift they really wanted, but didn't get. Over the six-day period from December 26-31, 100 winners a day will be awarded gift cards valued at \$250 each. In total, RetailMeNot.com will give \$150,000 away to celebrate an end to the holiday shopping season.

In order to qualify for a chance to win, participants need only to sign up for the free RetailMeNot.com newsletter that provides consumers a look at the best coupons and deals available in the marketplace each week. Existing subscribers can also participate in the promotion. Rules, terms and conditions are available at <http://www.retailmenot.com/special/winwhatyouwanted>.

"2011 was a stellar year for RetailMeNot.com as more than 120 million unique users came to our sites to take advantage of hundreds of thousands of coupons, deals and discounts that saved consumers a meaningful amount of money, especially during this holiday season," said Cotter Cunningham, CEO of WhaleShark Media, Inc., operator of RetailMeNot.com. "We decided to share our success and add to the savings users accumulated using RetailMeNot.com by launching this promotion. From everyone who works here and on behalf of the 140,000 merchants who provide hundreds of thousands of coupons and deals to our sites throughout the year – thank you for shopping smart and saving money in 2011 by using RetailMeNot.com."

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 save money and enjoy a hassle-free discount shopping experience. Since November 2006, our users have shared millions of deals at more than 140,000 merchants. 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.

Make sure to "like" RetailMeNot.com on Facebook and follow the company via Twitter @retailmenot.

About WhaleShark Media, Inc.

WhaleShark Media, Inc. is the world's leading marketplace for online coupons and deals. The company's websites connect consumers seeking savings with discounts from more than 140,000 merchants, stores, and retailers. WhaleShark Media welcomes more than 300 million visitors to shop 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 Europe; www.Deals.com; www.Deals2Buy.com; <http://www.CheapStingyBargains.com>; www.CouponSeven.com; www.CouponShare.com; and www.Gutschein-Codes.de. 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).

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