

RetailMeNot.com Launches “Today’s Top Deals” Application on Facebook

Page Available to all Facebook Fans of RetailMeNot.com Includes Specially Selected Deals, Offers and Exclusives from Top Merchants

Austin, TX, December 13, 2011, RetailMeNot.com (www.retailmenot.com), the largest online coupon site in the United States, today announced the launch of its Today’s Top Deals application on Facebook.

Launched in December as part of the effort to help consumers shop smart and save money during the 2011 Holiday Shopping Season, Today’s Top Deals on RetailMeNot.com’s Facebook Fan Page includes coupons, promotional codes and deals from some of our leading merchants. Consumers save an average of nearly \$20 dollars on products and services every time they use one of RetailMeNot’s active coupons, promotional codes and deals.

“Social media continues to play a more heightened role in how we communicate to consumers about the more than half million available coupons we offer. The Today’s Top Deals app will help us get the best deals to our fans on Facebook,” said Jag Bath, senior vice president, product, WhaleShark Media, operator of RetailMeNot.com. “This new Facebook app will also help us enable our retail partners to merchandize products in front of a very savvy audience.”

Some of the top coupons and deals available to consumers on the December 13, 2011 Today’s Top Deals Facebook app included:

- Overstock.com - RetailMeNot Exclusive! Save an Extra \$10 Off Orders over \$45 + Free Shipping - Click to Activate. Expires 12/16/11.
- Gap.com - 30% Off Sitewide. Offer also applies to Old Navy and Banana Republic. Ends 12/13/2011.
- Cooking.com - RetailMeNot Exclusive! \$30 off order of at least \$150. Expires 12/31/11.
- Petco.com - RetailMeNot Exclusive! \$8 Off plus Free Shipping on Orders of \$80 or More. Exclusions apply. Expires 12/15/2011.
- Dell.com - \$100 Off Dell XPS 15 & XPS 17 Laptops - Expires 12/30/11.

Starting today, December 13 at 12 Noon ET, for the next 24 hours, anyone who posts a comment about their favorite deal in the comment section of RetailMeNot.com’s new Today’s Top Deals app will receive a chance to win a \$100 RetailMeNot.com Gift Card to use for your next online purchase (<http://on.fb.me/tS7DT5>). This contest promotion will run once a week following today for a period of one month.

Over 1.3 million people “Like” RetailMeNot.com on Facebook.

Summary Terms and Conditions**

The following summary terms and conditions for the Today’s Top Deals contest is as follows: Comments must be posted within comment section of the Today’s Top Deals app (<http://on.fb.me/tS7DT5>), not outside the specified comment section and/or on RetailMeNot.com’s Facebook homepage Wall (www.facebook.com/retailmenot). One comment per fan per day.

** Visit <http://on.fb.me/tmaeBq> for complete terms and conditions.

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 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.

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

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 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; www.CouponSeven.com; www.CouponShare.com; and www.GutscheinCodes.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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