WhaleShark Media Appoints Kelli Beougher as Chief Operating Officer

- Expanded Responsibilities to Include Domestic and International Acquisition Integration

- Edward Dunigan also named as Vice President, Partner Management and Keith Duncan as Vice President, Sales

AUSTIN, Texas, June 21, 2012 /PRNewswire/ -- WhaleShark Media, Inc. (www.whalesharkmedia.com), the world's leading marketplace for online coupons and deals, announced that Kelli Beougher has been named Chief Operating Officer.

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Kelli was named Senior Vice President, Operations when she initially joined WhaleShark Media in 2009. In her appointment as Chief Operating Officer, she will continue to lead all of WhaleShark Media's partner management, advertising sales, operations and merchandising duties. As part of her expanded role, Kelli will assume the responsibility of managing the integration of domestic and international acquisitions for WhaleShark Media. Additionally, she will help shape the organization's performance management and career development efforts for the company's more than 230 employees worldwide.

"As a big part of a team that has raised more than $300 million and closed over a half dozen acquisitions in the online coupon space, Kelli has demonstrated what it means to be a leader every day she has been at WhaleShark," said Cotter Cunningham, CEO & Founder, WhaleShark Media. "I'm very excited that Kelli will be taking on additional responsibilities as we make the transition from a fast growing start-up to a multi-national business that helps consumers save money and grows merchant sales across the globe."

Kelli Beougher, 42, is a seasoned ecommerce and technology executive with experience in performance marketing, search and lead generation. Prior to WhaleShark Media, Kelli held several roles at LinkShare over a 7-year period where she helped the company grow its revenues through multiple channels. As Senior Vice President at LinkShare, she was responsible for managing revenue generating relationships with over five hundred advertisers and thousands of online publishers. Prior to LinkShare, Kelli held various positions with Priceline and GE Capital.

Kelli holds a BA in Business from the University of Texas in Austin.

Other Promotions and Appointments

WhaleShark Media also promoted Edward Dunigan to Vice President, Partner Management. Edward joined WhaleShark Media's operations team in 2010 and played an integral role in building out the client services team. As a key part of the operations team, Edward helped build and strengthen partnerships between WhaleShark Media and nearly 80% of the IR500, North America's 500 largest e-retailers based on annual web sales as defined by *Internet Retailer*. Prior to WhaleShark Media, Ed launched an infant apparel line and served in various marketing roles for TrackVia, LinkShare and a brand strategy agency, BrandJuice.

Ed holds a BBA from the University of Notre Dame and a MBA from the University of Texas in Austin.

Keith Duncan also joined WhaleShark Media as its Vice President, Sales and will be responsible for introducing merchants to new couponing strategies, products and advertising opportunities that reach millions of consumers through the company's portfolio of websites. Keith is an accomplished sales and business development leader with 14 years of experience helping to drive revenue generation, profitability, and performance for Epic Media Group and Yahoo!

Keith holds a BA in Biological Sciences from the University of Delaware.

"I view it as a real honor and a great responsibility to take on the role as WhaleShark Media's first Chief Operating Officer as we continue to grow the business into a critical part of the ecommerce value chain for both consumers and merchants," said Kelli Beougher, Chief Operator Officer, WhaleShark Media. "As we grow WhaleShark Media, organically and through strategic acquisitions, I look forward to working with Ed and Keith to help evolve our mutually beneficial relationships with merchant partners. I also look forward to helping every employee within this organization maximize their potential as we develop their careers and cultivate new leaders within our industry."

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; http://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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