RetailMeNot.com Launches Webisode Series to Share the Holiday Shopping Story of OctoNovemCember™

RetailMeNot's holiday hub (www.retailmenot.com/holiday) will enable shoppers to get Black Friday-type deals each day from now through the end of the shopping season—with help from Pumpkin-Headed Turkey Claus™

AUSTIN, Texas, Oct. 11, 2012 /PRNewswire/ -- 'Twas the night before we all shopped and RetailMeNot (www.retailmenot.com), the biggest online coupon site in the United States, announced the release of the first segment of its webisode series that introduces the holiday shopping story of OctoNovemCember™.

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

"OctoNovemCember is no fairy tale," said Jill Balis, senior vice president of marketing for WhaleShark Media, Inc., the operator of RetailMeNot.com. "Consumers across the country are starting their holiday shopping earlier than ever and continue to hunt for deals to stretch their budgets. Merchants are competing to provide incentives, compelling offers and great discounts to capture as much of their share of holiday spend as they can from now through the end of the year."

Those interested in watching the webisode series, learning more about OctoNovemCember and catching a glimpse of the shopping holiday's king, the Pumpkin-Headed Turkey Claus,™ can visit the newly launched online holiday hub at **www.retailmenot.com/holiday.**

In addition to sharing the story of OctoNovemCember, theholiday deals hub will **soon** feature deep discounts for the entire holiday shopping season through Black Friday, Cyber Monday and onward through Christmas. RetailMeNot's staff is diving into its database of 500,000+ coupons from tens of thousands of merchants and will soon -- on a daily basis -- feature select retailers and well-known brands with the best available online and in-store deals.

Merchants interested in reaching millions of consumers and participating in the celebration of OctoNovemCember can email advertise@whalesharkmedia.com.

Share the Video and Win!

And the treats keep coming! To help spread the word of this season of deals, RetailMeNot also announced that it will be giving away $1,000 shopping sprees weekly to people who share the story of OctoNovemCember! Viewers can share the video through email, Facebook or Twitter for a chance to win. The more ways you share, the more chances to win. For terms and conditions, visit: **http://retailmenot.extole.com/terms**.

Video and share features are available at**www.retailmenot.com/holiday.**

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.

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 firmsAustin 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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