Introducing The Real Deal by RetailMeNot: New Online Lifestyle Magazine Launching to Help Consumers Get More For Their Money and Their Lives

The Real Deal by RetailMeNot turns to an expert team of writers and savings experts to deliver savings tips, timely consumer news and gift guides for every season

AUSTIN, Texas, March 7, 2013 /PRNewswire/ -- RetailMeNot.com (www.retailmenot.com), the most widely used online coupon site in the United States, today announced the launch of its new online magazine, *The Real Deal by RetailMeNot*. As the editorial voice of RetailMeNot.com, the lifestyle daily delivers shopping, fashion, beauty, parenting, personal finance and seasonal advice to help consumers get more for their money, so they can get more for their lives.

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

"*The Real Deal by RetailMeNot* cuts through the clutter to help all types of shoppers spend wisely, so they can get more for their lives," said Editor-in-Chief Kristen Remeza. "Each of our seasoned journalists works to uncover the best products in the marketplace and then align those with the best deals, both online and in-store, to make shopping more affordable. It is our goal to arm every consumer with the right offers, insights and advice to help them become smarter, more empowered deal seekers."

From March 6 to March 15, in celebration of the launch, visitors to *The Real Deal by RetailMeNot* (www.retailmenot.com/blog) can share the blog with their friends via email, IM, Facebook or Twitter to be registered to win a $25 Starbucks gift card. RetailMeNot will be giving away 20 cards per day for 10 days. The more you share, the more chances you have to win!

Featured sections of *The Real Deal by RetailMeNot* include:

Savings Campaign

RetailMeNot's Savings Campaign continues to focus on helping Americans become more financially literate consumers. Savings Campaign contributors include award-winning journalist and personal finance expert Jean Chatzky, Emmy Award–winning technology expert Katie Linendoll and writers from Junior Achievement USA, a nonprofit that empowers young people to own their economic success through work readiness, entrepreneurship and financial literacy programs. The core belief of the campaign is that through helpful advice from well-known thought leaders, consumers can become smarter and more informed shoppers.

Weekly Coupon Roundup

Published on Tuesdays, this series features a curated roundup of RetailMeNot's best coupons of the week, often themed around a holiday or seasonal event.

Seasonal Gift Guides

Covering everything from Valentine's Day to Christmas and every holiday in between, *The Real Deal by RetailMeNot* makes gift giving easy by highlighting the hottest products in each category and matching them to the best deals. It's the best of both worlds: great gift ideas at great prices.

Trae's Tips

Before Senior Editor Trae Bodge writes about any product, she tests it out first. With that hands-on experience she's able to stay above the hype and provide unbiased reporting about the best products in the marketplace. Trae's articles are a blend of news reporting and opinion, and range from product roundups to shopping tips.

What's In Store?

In this series *The Real Deal by RetailMeNot* editors talk to insiders at well-known retailers and ask them all the questions consumers want to know. Whether it's learning from Proflowers which flower arrangements last the longest or getting the 411 on diamond clarity and cut from Blue Nile, our writers talk to industry experts about how to shop smart.

Interested in reading more? Check out *The Real Deal by RetailMeNot* by visiting www.retailmenot.com/blog.

About RetailMeNot.com

RetailMeNot.com (www.retailmenot.com) is the most widely used online coupon site in the United States. 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 and authorize the RetailMeNot app on Facebook, follow the company via Twitter @retailmenot and add us on Google+. Consumers can sign up for RetailMeNot's Online and In-Store Coupons Newsletter by visiting: http://www.retailmenot.com/signup.

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 450 million consumer visits to its sites every year. The WhaleShark Media portfolio of coupon and deal websites includes www.RetailMeNot.com, the most widely used 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; and www.Deals2Buy.com, a leading discount offer site in North America. 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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