WhaleShark Media Changes Corporate Name to RetailMeNot, Inc.

Largest marketplace dedicated to online coupons and deals operates leading brands in North America, the UK and France

AUSTIN, Texas, March 12, 2013 /PRNewswire/ -- WhaleShark Media (www.whalesharkmedia.com) will change its corporate name to RetailMeNot, Inc. (www.retailmenot.com/corp/), effective immediately. The company, which purchased its first coupon site in late 2009, is the leading marketplace dedicated to the online coupon and deals industry operating web brands in North America, the UK, France and Germany.

(Logo: http://photos.prnewswire.com/prnh/20130312/DA74245LOGO)

The RetailMeNot, Inc. portfolio of coupon and deal websites includeswww.RetailMeNot.com, the leading online coupon site in the United States; www.VoucherCodes.co.uk, the leading online coupon site in the United Kingdom; web.Bons-de-Reduction.com and Poulpeo.com in France; www.Deals.com in Germany; and www.Deals2Buy.com, a leading discount offer site in North America.

RetailMeNot, Inc. provides consumers hundreds of thousands of deals, coupons and special offers.

"Since we acquired RetailMeNot.com in 2010, we have grown it into the leading online coupon website in the U.S. and the flagship site within our international portfolio," said Cotter Cunningham, CEO and Founder, RetailMeNot, Inc. "With more than 450 million visits in 2012 worldwide, RetailMeNot's mission is to operate websites that are leading destinations for consumers globally who seek coupons and deals from tens of thousands of retailers. We remain equally committed to the success of our retail partners who will continue to benefit from our scale to reach new customers and drive sales.

The transition from WhaleShark Media, Inc. to the newly branded RetailMeNot, Inc. will happen gradually over the coming weeks. For now, merchant partners can continue to reach out to RetailMeNot, Inc. through our www.whalesharkmedia.com corporate website or contact us at advertise@rmn.com.

About RetailMeNot, Inc.
RetailMeNot, Inc. (www.retailmenot.com/corp/) is the world's leading marketplace dedicated to online coupons and deals. The company's websites enable consumers across the globe seeking to save money to find hundreds of thousands of offers from retailers. In 2012, RetailMeNot, Inc. experienced more than 450 million consumer visits to its websites. The RetailMeNot, Inc. portfolio of coupon and deal websites includes www.RetailMeNot.com, the leading online coupon site in the United States; www.VoucherCodes.co.uk, the leading online coupon site in the United Kingdom;www.Deals.com in Germany; web.Bons-de-Reduction.com and Poulpeo.com in France; and www.Deals2Buy.com, a leading discount offer site in North America.

Continue to "like" WhaleShark Media on Facebook and follow the company via Twitter @whalesharkmedia. Both accounts will automatically transition to "retailmenotinc" handles in the near future.

Media Contacts:

RetailMeNot PR Department
+1 512 777 2957
media@rmn.com

SOURCE RetailMeNot, Inc.
