RetailMeNot, Inc. Acquires Leading Dutch Online Coupon Site Actiepagina.nl

- RetailMeNot, Inc. now operates leading coupon sites in the United Kingdom, France, and the Netherlands, and continues growth in Germany

AUSTIN, Texas, March 13, 2013 /PRNewswire/ -- RetailMeNot, Inc. (www.retailmenot.com/corp/), the world's leading marketplace for online coupons and deals, announced today that it has acquired http://www.actiepagina.nl, a leading publisher of online coupons in the Netherlands. RetailMeNot, Inc. is the new corporate name for WhaleShark Media, Inc.

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

RetailMeNot, Inc.'s existing portfolio of European websites also includes VoucherCodes.co.uk (www.vouchercodes.co.uk) in the U.K.; Bons-de-Reduction (web.bons-de-reduction.com) and cash-back website Poulpeo (poulpeo.com) in France; and Deals.com (www.deals.com) in Germany. In North America, RetailMeNot, Inc. also operates Deals2Buy (www.deals2buy.com) and RetailMeNot (www.retailmenot.com), the most widely used online coupon site in the United States.

Maurice Buijs, who founded of Actiepagina in 2005, will continue to serve as general manager of RetailMeNot, Inc.'s Dutch operations. The transaction includes transitioning all existing full-time staff to RetailMeNot, Inc. employees, bringing RetailMeNot, Inc.'s total global headcount to approximately 330 employees.

"In addition to our two websites in North America, the acquisition of Actiepagina.nl puts us in our fourth country in Europe," said Cotter Cunningham, Founder & CEO, RetailMeNot, Inc. "I look forward to working with Maurice and our new team in the Netherlands so we can show more Dutch consumers how easy it is to save money while shopping online, and help our merchant partners grow their business."

"Our new relationship with RetailMeNot, Inc. will benefit both consumers and merchants alike as we invest in the Dutch market to improve the quality of Actiepagina's user experience and increase the quantity of great offers that will help drive sales for online merchants in the Netherlands," said Maurice Buijs, general manager of RetailMeNot, Inc.'s Dutch operations. "Our mission will remain the same – Actiepagina.nl will continue to make it easier for Dutch shoppers to save money when they shop online. And our new relationship with RetailMeNot, Inc. will provide Actiepagina.nl the resources to help consumers increase savings."

Terms of the deal will not be disclosed.

About RetailMeNot, Inc.

RetailMeNot, Inc. (www.retailmenot.com/corp/) 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.

RetailMeNot, Inc. experienced more than 450 million consumer visits to its sites in 2012. 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; www.ActiePagina.nl in the Netherlands, web.Bons-de-Reduction.com and Poulpeo.com in France; and www.Deals2Buy.com, a leading discount offer site in North America.

RetailMeNot, Inc., is the new corporate name for WhaleShark Media. 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.

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