The Real Deal by RetailMeNot Signs Jennie Garth as "Savings Campaign" Columnist

- Garth to pen monthly column focused on helping moms save money when shopping for the things they want and need for their families

- Joins writers such as personal finance expert Jean Chatzky, technology guru Katie Linendoll, retail insider Trae Bodge and other experienced journalists and thought leaders

AUSTIN, Texas, April 3, 2013 /PRNewswire/ -- RetailMeNot.com (www.retailmenot.com), the mostly widely used online coupon website in the United States, today announced that it has signed Jennie Garth to write a monthly column for the site's newly re-launched online magazine, The Real Deal by RetailMeNot. Garth, who is a mother of three children, an iconic actress and a savvy shopper, will write for the online magazine's Savings Campaign initiative on a variety of topics related to her experience as a consumer and the mom-in-chief of the Garth household.

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"As a mother first, and also as a fashion trendsetter and cultural icon, our readers will value her advice on where to shop and what products to consider while looking for deals," said Kristen Remeza, the editor-in-chief of The Real Deal by RetailMeNot. "Our goal at RetailMeNot continues to be to help consumers make sense of a world where they are inundated with deals, and to use a blend of news reporting, expert advice and entertainment to help shoppers make well-informed choices. I'm excited to work with Jennie, as she contributes to our efforts to help moms make smart shopping decisions for their families."

"I look forward to partnering with the RetailMeNot team and offering my perspective as a mother and a value-loving, savvy consumer on how and where I like to shop online and in stores when hunting for deals," said Jennie Garth, actress and columnist for The Real Deal by RetailMeNot. "Every shopper, including me, loves to find great deals. I hope my contributions help other moms make shopping choices that help them provide more for their families, while spending less."

Jennie's first column is available by clicking **here**.

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.

Other editorial features of The Real Deal by RetailMeNot include:

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 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 top categories 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 top 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 writers 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 long 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. 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 RetailMeNot, 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 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 across the globe seeking to save money to find hundreds of thousands of offers from retailers.

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; Bons-de-Reduction.com and www.Poulpeo.com in France; and www.Deals2Buy.com, a leading discount offer site in North America.

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