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Austin, TX, January 30, 2013, RetailMeNot (www.retailmenot.com), the largest online coupon site in the United States, today released a special football edition of its Shoppers Trend Report with up-to-date statistics based on a survey conducted by The Omnibus Company (www.omnibus.com), a division of Kelton.

Just in the time for Sunday's Big Game, the results of the survey are as follows:

- Nearly 70% of those surveyed have a favorite football team
    - 80% of men have a favorite team and 56% of women have a favorite team
- One in two (50%) people surveyed will participate in various football-related activities this year for Sunday's Big Game, spending an average of $72 on related parties or entertaining
- Over a third (35%) of people surveyed with a favorite football team admit they'd be willing to pay less for Christmas gifts if it meant they could spend more money on tickets to their team's game
- 42% of people surveyed say that if they won tickets to the Super Bowl, they'd go to the game themselves instead of selling or giving away these tickets
    - 37% of 18-24 year olds indicated that they would most likely sell Super Bowl tickets for cash if they won them, whereas only 4% of respondents in that age range would donate them to charity
- More than 1 in 5 (21%) people surveyed plan to bet on the game, betting an average of nearly $80 in total ($79)
    - Only 12% of people surveyed who will bet on the Super Bowl this year will use a bookie
- 59% of women surveyed said that spending time with family and friends would be their most favorite part of hosting/attending a Super Bowl party, compared to only 49% of males.

CONTEST – Guess The Score!

Guess the final score of the "Big Game" and one lucky winner will score the ultimate fan package! The grand prize winner will receive funds to purchase a pair of tickets to a football game in 2014, fan gear, a 60" flat screen TV and pizza for a year!

To enter, visit retailmenot.com/contests.

Survey Methodology

The survey was conducted between January 22nd and January 27th, 2013, among 1,000 United States residents ages 18 and over, using an email invitation and an online survey. Quotas are set to ensure reliable and accurate representation of the entire U.S. population ages 18 and over. Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by

the sample. The margin of error for any subgroups will be slightly higher.

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 and authorize the RetailMeNot app 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 450 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; and www.Deals2Buy.com, a leading discount offer site in North America. 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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