1 Billion Served Up Savings

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Austin, TX, February 13, 2013, RetailMeNot (www.retailmenot.com), the most widely used online coupon site in the United States, announced today that it crossed the 1 billion visits threshold since the site launched in late 2006.

Cotter Cunningham, CEO & Founder of WhaleShark Media, Inc., the operator of RetailMeNot, issued the following statement:

“We want to take a moment to recognize this important event in the timeline of our history and thank all the consumers who visited RetailMeNot over the years. Shoppers have trusted RetailMeNot since the site was founded in late 2006 to help them save money while they buy the items and services they need and want. We remain more committed than ever to finding new ways to help consumers keep more money in their pockets.

Just as important, we appreciate the partnership of the thousands of retailers who work with our company to reach out to shoppers through RetailMeNot to increase their sales and generate repeat visits.

With hundreds of thousands of online coupons, deals and offers in our database, we look forward to breaking new ground in the years to come as we help retailers grow their in-store sales through our printable coupons and mobile app technology just as we’ve helped them increase business via their e-commerce channels.

With more than 3 million downloads of the RetailMeNot Coupons app (www.retailmenot.com/mobile), more consumers than ever are incentivized to make a purchase in-store when they access compelling offers on their smart phones.

Finally, I want to thank our employees who work tirelessly and with tremendous passion to help consumers save money and merchants drive sales. To our retail partners and to shoppers who use RetailMeNot, I promise you this: We’re just getting started!”

Consumers can sign up for RetailMeNot’s Online and In-Store Coupons Newsletter by visiting: http://www.retailmenot.com/signup.

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+.

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 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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https://retailmenot.mediaroom.com/one_billion_visits