

RetailMeNot.com Celebrates 5th Birthday as Largest Online Coupon Site in the U.S. by Launching The Coupon Community Throwdown

Community coupon contributors eligible to win gift cards of increasing value as they move through each round of the promotion

Austin, TX, November 2, 2011, [RetailMeNot.com](http://www.retailmenot.com) (www.retailmenot.com), the largest online coupon site in the United States, announced today that it is celebrating its 5th Birthday! As a part of the celebration, [RetailMeNot.com](http://www.retailmenot.com) is thanking its contributor community who scour the Web for discounts and offers by launching the Coupon Community Throwdown and inviting them to prove their skills as couponing royalty. Participants will be chosen randomly in the multi-round promotion and will be eligible to win up to thousands of dollars in gift cards.

"On average, consumers save nearly 20 bucks every time they visit [RetailMeNot.com](http://www.retailmenot.com) and use the coupons and promotional codes discovered by our army of contributors who post discounts in the marketplace on our site. Now we want to celebrate five years of saving consumers money by giving back to our contributor community through this effort to crown our Coupon King or Queen," said Cotter Cunningham, CEO of WhaleShark Media, Inc., the operator of [RetailMeNot.com](http://www.retailmenot.com). "Thanks to our loyal community members who have contributed countless discounts to our site experience, more consumers are waking up to the reality that in this economy it just makes sense to visit [RetailMeNot.com](http://www.retailmenot.com) before they buy so they can shop smart and save."

Company Facts:

- [RetailMeNot.com](http://www.retailmenot.com) was founded in 2006 in Australia and quickly became a leading global online coupon website.
- In 2011, [RetailMeNot.com](http://www.retailmenot.com) and its related businesses have more than 300 millions visits by consumers, will facilitate more than \$1.8 billion in merchant sales and has relationships with more than 130,000 merchant partners – adding 1,000 new merchants every week!
- With more than a half million online and printable coupons available to consumers, [RetailMeNot.com](http://www.retailmenot.com) is the largest database of community-driven, manufacturer and retailer coupons and promotional codes in the United States.
- [RetailMeNot.com](http://www.retailmenot.com) works with an army of tens of thousands of community members who post coupon codes, discounts and promotional offers to the site on a daily basis.
- In November 2010, [RetailMeNot.com](http://www.retailmenot.com) was acquired by WhaleShark Media, Inc. (www.whalesharkmedia.com), the world's leading marketplace for online coupons and deals.

Here is a summary of the Throwdown:

- For every original coupon code uploaded to the site and used by a consumer, the community member who submitted that coupon code will gain one entry into the contest for a chance to win.
- Each additional time that coupon code is used, the community member that submitted that coupon code will gain an additional entry into the contest for a chance to win.
- Contributors need to make sure they have created a community profile on [RetailMeNot.com](http://www.retailmenot.com) and have an updated email address to be notified of any winnings.
- You may also obtain one entry for a chance to win in the contest by providing us your email address at <http://www.retailmenot.com/contests/>.
- Winners will be chosen at the end of day (6 pm CST) on November 9th (Round One), 16th (Round Two), 23rd (Round 3), 30th (Round 4) and December 7th (The Finals!) and will be notified at the beginning of the following week.

Winners of each round will win the following RetailMeNot gift cards:

** Visit www.retailmenot.com/birthday for complete terms and conditions.

ROUND ONE 20 winners will receive \$50 gift cards
ROUND TWO 10 winners will receive \$100 gift cards
ROUND THREE 5 winners will receive \$200 gift cards

ROUND FOUR 2 winners will receive \$500 gift cards

THE FINALS! 1 champion will be crowned, and honored through all RetailMeNot.com social media channels and will receive a gift card valued at \$1,000.

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 millions of deals at more than 130,000 merchants. 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. Make sure to "like" RetailMeNot on Facebook and follow the company via Twitter @retailmenot.

About WhaleShark Media, Inc.

WhaleShark Media, Inc. is the world's leading marketplace for online coupons and deals. The company's websites connect consumers seeking savings with discounts from more than 140,000 merchants, stores and retailers. WhaleShark Media welcomes more than 300 million visitors to shop 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 Europe; www.Deals.com; www.Deals2Buy.com; www.CouponSeven.com; www.CouponShare.com; and www.Gutschein-Codes.de. 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).

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