

## WhaleShark Media Acquires VoucherCodes.co.uk, UK's Top Coupon Site

*Acquisition signals company's first expansion into growing global deals space*

AUSTIN, TX, August 16, 2012 --- WhaleShark Media, Inc., which operates the world's largest portfolio of online coupon and deal sites, today announced that through a wholly-owned subsidiary it has extended its reach to Europe with the acquisition of eConversions, Ltd., operator of the websites VoucherCodes.co.uk in the United Kingdom and [Gutschein-Codes.de](#) in Germany. With four million subscribers to its site each month, [VoucherCodes.co.uk](#) is the leading online coupon website in the UK. Under WhaleShark Media, VoucherCodes.co.uk and Gutschein-Codes.de, we remain independent brands, continuing to operate from their offices in London, England.

The eConversions deal marks WhaleShark Media's sixth acquisition since its inception in November 2009, the most recent being [RetailMeNot.com](#) in November 2010. Each acquisition has increased WhaleShark Media's ability to provide all the web's most compelling coupons and deals to its growing community of online shoppers.

"eConversions provides extraordinary value to both its merchant partners and its consumers. We are privileged to have another leader of the industry join WhaleShark," said Cotter Cunningham, CEO of WhaleShark Media. "We look forward to combining the talent of our two teams as we pursue our shared vision of bringing the deepest discounts from the best online stores to consumers."

Brothers Duncan and Max Jennings established eConversions in 2004. Together with Richard Foister, they launched VoucherCodes.co.uk in 2008 with the goal of bringing together the best coupon codes, 2-for-1 restaurant coupons, printable coupons, deals and sales from Europe's best online stores in one place to help save consumers time and money.

"We are excited to join the WhaleShark Media team and become a part of its impressive roster of deals sites," said Duncan Jennings, managing director of eConversions. "The expertise and resources of the WhaleShark team will allow eConversions to provide our consumers with even better deals and position us perfectly for future growth and expansion."

With this deal, WhaleShark Media now operates the best and largest online coupon and deal sites in both the United States and Europe, with RetailMeNot.com and VoucherCodes.co.uk. With the addition of eConversions, WhaleShark Media's websites will attract an estimated 150 million unique visitors in 2011.

Terms of acquisition were not disclosed.

### 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).

### About eConversions, Ltd.

eConversions, Ltd. is an award winning online publishing company based in central London dedicated to bringing the very best deals to consumers. Winner of a record 10 A4U Awards, eConversions launched VoucherCodes.co.uk in 2008 and has since grown it into the largest voucher code web site in the UK with over 4 million weekly email subscribers.

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