

## WhaleShark Media, Inc. Appoints Jag Bath as Senior Vice President, Product

AUSTIN, TX — April 18, 2011 - WhaleShark Media, Inc., the world's leading marketplace for coupons and deals, today announced that Jag Bath has joined the company as senior vice president of product.

In this new role, Bath will report directly to Cotter Cunningham, chief executive officer. "Jag is a terrific addition to our team," said Cunningham. "His experience and passion for building exceptional online consumer experiences, together with his solid technology background, will be invaluable as we continue to define and develop our suite of products."

As senior vice president of product, Bath will be a member of the senior executive team and will set the company's product vision and strategy and oversee the company's product road map and its execution. "WhaleShark Media is uniquely positioned to transform and disrupt the online coupon and deal space, and in less than a year the company has already made tremendous progress executing its roll-up strategy through acquisitions like the purchase of RetailMeNot.com," said Bath. "I am thrilled to be part of the team and look forward to participating in shaping the next phase of WhaleShark's future to innovate and create unparalleled experiences for its customers and merchants."

Bath brings more than 15 years of product and business development experience to WhaleShark Media. He has held several senior executive positions at the online luxury retailer Gilt Groupe, Inc. Most recently, he served as Gilt's vice president of strategy and new business, where he was responsible for managing the company's new business category expansion. Prior to that, he managed the development and delivery of the company's product road map as the vice president of product management and engineering. He was also the acting CIO at the company for a year, heading up the technology function alongside Gilt Groupe's CTO.

Before his work with Gilt, Bath was the director of global business development at WeightWatchers.com, where he launched the company's online business into China. He also held several executive positions at the company in product development, marketing and international expansion, focusing on the core product offering and the launch of the online business around the globe. In addition, Bath has worked in product and technology roles at Whichford Motor Group and Renault Retail Group in London, England.

Bath holds a bachelor of science (honors) in business information technology from Bournemouth University, England.

"We are confident that Jag will be instrumental in shaping the growth of WhaleShark Media, as he has already done at Gilt Groupe and WeightWatchers.com," said Cunningham.

### **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](http://www.RetailMeNot.com), the largest online coupon site in the United States; [www.VoucherCodes.co.uk](http://www.VoucherCodes.co.uk), the largest online coupon site in Europe; [www.Deals.com](http://www.Deals.com); [www.Deals2Buy.com](http://www.Deals2Buy.com); [www.CouponSeven.com](http://www.CouponSeven.com); [www.CouponShare.com](http://www.CouponShare.com); and [www.Gutschein-Codes.de](http://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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