RetailMeNot.com and Jean Chatzky Want to Know "What's Your Money Rule?"

Contest Awards 250 Signed Copies of Jean Chatzky's New Book Money Rules: The Simple Path to Lifelong Security and a $500 Gift Card to Kick Off the RetailMeNot Savings Appreciation Campaign

AUSTIN, Texas, March 20, 2012 /PRNewswire/ -- To help Americans better manage their money, increase their personal savings and become smarter shoppers, RetailMeNot.com the largest online coupon site in the United States, is launching the RetailMeNot Savings Appreciation Campaign. To celebrate the launch of this national initiative and educational partnership with personal finance expert, Jean Chatzky, RetailMeNot today announced the "What's Your Money Rule?" contest encouraging individuals to submit their top money saving tips.

(Logo: http://photos.prnewswire.com/prnh/20120308/DA66724LOGO-b)

"We're thrilled to have personal finance expert, Jean Chatzky, on board for this year long campaign to raise awareness about the importance of shopping responsibly, saving money and getting out of debt," said Cotter Cunningham, Founder & CEO, WhaleShark Media Inc., operator of RetailMeNot.com. "To begin the savings conversation, we wanted to give individuals the opportunity to share how they are already taking steps to spend smarter and reward them for their efforts!"

Beginning Tuesday, March 20 through Tuesday, April 3, participants can log on to http://www.retailmenot.com/special/savingsrule to submit their top money saving tips (50 words or less). The first 250 respondents will receive a signed copy of Jean Chatzky's new personal finance book*, Money Rules: The Simple Path to Lifelong Security*!

At the conclusion of the two-week entry period, RetailMeNot.com will nominate 25 of the top "money rules" and Jean Chatzky will pick what she thinks is the best money saving tip! The winner will receive a $500 RetailMeNot VISA gift card and earn the glory of having their money saving advice reposted to our Facebook page and Twitter feed!

For more information regarding contest rules and entry, visit: http://www.retailmenot.com/special/savingsrule.

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.

Make sure to "like" RetailMeNot.com on Facebook and follow the company via Twitter@retailmenot.

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 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).

Be sure to "like" WhaleShark Media on Facebook and follow the company via Twitter@WhaleSharkPR

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