Junior Achievement USA Partners with RetailMeNot Savings Appreciation Campaign to Create National Coupon Savings Strategies Curriculum for Students

RetailMeNot to Sponsor the Austin Marathon Relay Benefiting Junior Achievement Central Texas on September 23, 2012

AUSTIN, Texas, April 16, 2012 /PRNewswire/ -- RetailMeNot.com (www.retailmenot.com), the largest online coupon site in the United States, today announced that Junior Achievement USA® (www.ja.org), the nation's largest not-for-profit organization focused on empowering young people to own their economic success, would be joining the company's Savings Appreciation Campaign (www.retailmenot.com/savings).

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

As a part of the partnership, RetailMeNot and Junior Achievement will develop curriculum for the 2012–2013 school year that will teach students to integrate smart couponing strategies into their everyday consumption behaviors. The curriculum will reach up to 4 million students and be made available to teachers across the U.S. to supplement existing financial literacy curricula.

"Our partnership with Junior Achievement will help us educate a new generation of consumers on how coupons can help them increase their personal savings," said Jill Balis, senior vice president of marketing for WhaleShark Media, Inc., operator of RetailMeNot. "Beyond providing monetary savings, learning couponing strategies enhances critical skills such as math, problem solving and overall financial literacy. If we can teach younger generations to consider savings strategies when shopping, they will become informed, discerning and empowered consumers, which will contribute to their overall financial well-being."

"Junior Achievement's educational programs focus on the core content areas of work readiness, entrepreneurship and financial literacy to inspire and prepare young people to succeed in a global economy. Educating students on how to use printable, mobile and online coupons for everyday purchases is another way we can teach students to maximize their budgets," said Jack E. Kosakowski, president and chief executive officer of Junior Achievement USA. "We look forward to working with RetailMeNot as we create awareness around saving money by developing curriculum on couponing strategies that will be made available to more than 176,000 participating classrooms."

In celebration of National Financial Literacy month, Junior Achievement will contribute content and share insights throughout the year on the RetailMeNot Savings Appreciation Campaign page to drive awareness around saving money. Additional contributors include personal finance expert Jean Chatzky and featured bloggers with expertise in parenting, frugal living and fashion.

RetailMeNot Austin Marathon Relay

In addition to supporting national curriculum development, RetailMeNot will be the title sponsor of the 2012RetailMeNot Austin Marathon Relay benefiting Junior Achievement of Central Texas. The event, held on September 23, 2012, is the organization's largest annual fundraiser and one of the country's top relay events, featuring a global list of runners who enter the race. In 2011, the race raised over $100,000 for Junior Achievement, supporting financial education programs for at least 2,500 Central Texas students.

"This year, the RetailMeNot Austin Marathon Relay will be the best yet. We expect some of the fastest runners in the world will be here trying to break our own Guinness World Record," said Dave Swincher, president, Junior Achievement Central Texas. "We're really excited that a local Austin-based company like RetailMeNot.com has stepped up to the plate to support this race and the cause of financial literacy."

For more information about the RetailMeNot Savings Appreciation Campaign and sponsorship of Junior Achievement USA, visit: www.retailmenot.com/savings.

About Junior Achievement USA® (JA)

Junior Achievement is the world's largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their future, and make smart academic and economic choices. JA programs are delivered by corporate and community volunteers, and provide relevant, hands-on experiences that give students from kindergarten through high school knowledge and skills in financial literacy, work readiness and entrepreneurship. Today, JA reaches four million students per year in more than 120 markets across the United States, with an additional 6.5 million students served by operations in 117 other countries worldwide. Visit www.ja.org for more information.

For information about Junior Achievement of Central Texas, visitwww.jacentex.org.

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, 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 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

Media Contacts:

Stephanie Bell
Junior Achievement USA
+1 719 540 6171
sbell@ja.org

RetailMeNot PR Department
+1 512 777 2957

media@rmn.com

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