

New RetailMeNot Mobile Website Innovates the Online Coupon Experience on iOS and Android Handheld Devices

Survey Shows 29% of Consumers Used Mobile Devices in the Past Year to Search for or Buy Products and Services

AUSTIN, Texas. January 24, 2012 — RetailMeNot.com (www.retailmenot.com), the largest online coupon site in the United States, announced the launch of its new mobileoptimized site, <http://m.retailmenot.com>. Designed using feedback from the RetailMeNot community, the new mobile site provides on-the-go savings to iOS and Android users by giving them access to hundreds of thousands of deals from retailers from around the globe.

In addition to its extensive online coupon inventory, RetailMeNot intends to expand the platform to feature curated and exclusive in-store and mobile optimized deals from retailers wanting to reach the increasingly large population of mobile consumers.

"In 2011, we experienced triple digit year-over-year growth of visits to RetailMeNot.com via a handheld device, which is why we made substantial investments in developing our mobile product capabilities over the past six months. The initial result of our efforts is an experience that gives our users the most efficient method of searching for and redeeming online coupons on their mobile device via m.RetailMeNot.com" said Cotter Cunningham, Chief Executive Officer of WhaleShark Media, Inc., the operator of RetailMeNot.com. "In the near future, we're planning additional development and innovation in the mobile space as we continue to help consumers shop smart and save."

RetailMeNot's mobile site provides capabilities for consumers to:

- **Search Hundreds-of-Thousands of Online Coupons:** Users can search for and locate coupons through Suggestive Store Search, most "Popular" stores or via curated "Top Coupon" listings
- **Easily Redeem Promotional Codes:** This quick-use option allows users to copy and paste an online coupon or promotional code directly into a store's checkout
- **Conveniently Email** coupons to a personal account for use when they are at home and ready to purchase

"Consumers exhibit different shopping behaviors on a handheld device versus a PC or laptop. We strove to understand these variations in behavior, and created an experience that we believe meets the needs of shoppers on the go," said John Faith, Senior Vice President of Mobile for WhaleShark Media, Inc. "The result is a great mobile website founded in significant usability feedback and testing. m.retailmenot.com is a userfriendly experience powered by a comprehensive online coupon inventory, and functionality that will help consumers during their shopping experience."

Some facts about the mobile market:

- According to a January 2012 report in eMarketer, mobile commerce sales increased by 91% in 2011 reaching almost \$7 billion. That number is forecasted to grow to \$31 billion by 2015.
- According to an April 2011 report by comScore, if you factor in all of the devices that use iOS including iPhones, iPads and iPod touches, Apple reached 37.9 million people. Android, according to the data, reached 23.8 million on phones and tablets.

Methodology for Ipsos Survey

This is a finding from an Ipsos poll conducted January 5-9, 2012. For the survey, a nationally representative sample of 1,001 randomly-selected adults aged 18 and over residing in the U.S. was interviewed by telephone via Ipsos' U.S. Telephone Express omnibus. With a sample of this size, the results are considered accurate within ± 3.1 percentage points. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure the sample's regional and age/gender composition reflects that of the actual U.S. population according to data from the U.S. Census Bureau.

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.GutscheinCodes.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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