

## Tobias Conrad Named WhaleShark Media's General Manager for Germany

*Business Development Expert Tapped to Rapidly Grow WhaleShark's Online Coupon and Deals Business in Germany*

January 23, 2012, Berlin, Germany, and Austin, Texas, U.S.A., WhaleShark Media, Inc. ([www.whalesharkmedia.com](http://www.whalesharkmedia.com)), the largest online coupon and deals marketplace in the world, today announced that hi-tech executive, Tobias Conrad, is the new General Manager of its German business. Tobias will be responsible for managing and growing the company's online coupon and deals business within the German market.

"Around the world, merchants increasingly turn to WhaleShark Media sites to reach millions of cost-conscious consumers by offering them compelling coupons and discounts," said Justin Halloran, Senior Vice President, Corporate & International Development, WhaleShark Media. "With his background in business development, merchant relations and marketing, we believe Tobias will accelerate the growth of our German business by partnering with top retailers in Europe who want to drive incremental sales efficiently by offering the best deals to our shoppers. I'm excited for Tobias to lead our efforts in Germany."

Tobias joins WhaleShark Media after serving as the lead National Account Manager for Groupon GmbH in Berlin where he was responsible for the acquisition and development of national key accounts. While at Groupon, Tobias was responsible for establishing relationships with the top one hundred advertisers in Germany and worked with them to integrate Groupon's vouchers into their marketing strategies.

Prior to Groupon, Conrad held several other business development and marketing roles. Tobias was the General Manager, Digital Marketing, for Axel Springer AG, a leading multimedia company in Europe, where he managed all aspect of marketing, mobile advertising, digital business development and product & inventory management. While at Axel Springer AG, he ran the advertising sales organization for their Bild.de and Bild Mobile properties. Tobias also was the Senior Manager of New Business and Partnerships for Vodafone and the Director of Business Development for Xing AG, a social network for professionals, in Germany.

Tobias has an M.B.A. in Human Resource Management from the University of Hamburg in Hamburg, Germany.

About WhaleShark Media, Inc.

WhaleShark Media, Inc. ([www.whalesharkmedia.com](http://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](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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