

## WhaleShark Media Appoints Kate Sperber as Vice President of Operations and Kimberly Read as Senior Director of Operations

*Content curation expertise grows as company expands visibility of coupons and deals on its sites, through social media, mobile and other key channels Austin, TX,*

Austin, TX, January 10, 2012 — Whaleshark Media, Inc. ([www.whalesharkmedia.com](http://www.whalesharkmedia.com)), the world's leading marketplace for online coupon codes and deals, today announced that it has appointed Kate Sperber as the Vice President of Operations and Kimberly Read as the new Senior Director of Operations.

The Operations group at WhaleShark is primarily responsible for sourcing and merchandising online coupons and deals from participating merchant partners and helping those partners optimize multi-channel traffic and sales performance through a managed-content curation process. The group is also responsible for monetizing the more than 300 million consumer visits annually experienced through WhaleShark's portfolio of websites.

As the company's new Vice President of Operations, Kate Sperber will be responsible for monetizing traffic and managing merchandising, content production and customer support for all WhaleShark Media websites in the United States, including RetailMeNot.com ([www.retailmenot.com](http://www.retailmenot.com)), Deals2Buy.com ([www.deals2buy.com](http://www.deals2buy.com)) and Deals.com ([www.deals.com](http://www.deals.com)). Sperber will also serve as the senior business owner for product enhancements focused on traffic monetization and improving operational efficiency and quality. She will report directly into Kelli Beougher, WhaleShark's Senior Vice President of Operations.

As the Senior Director of Operations, Kimberly Read will manage the production of offer and store content, customer support, content quality assurance and ad operations across WhaleShark's growing portfolio of websites. Her focus will be on improving customer experience, content breadth and quality and operational efficiency for the company. She will report into Kate Sperber.

"As more merchants engage our portfolio of online coupon and deals websites to reach our 120 million unique users, we are increasing our focus to ensure we display the best deals and coupons available in the marketplace," said Kelli. "With over 500,000 coupons and offers from 140,000 merchants available to consumers on RetailMeNot.com alone, both Kate and Kim will add much needed support to our organization as it expands its capabilities in product and deal merchandising."

Prior to WhaleShark, Kate was with Yahoo, Inc., where she was a Director of Global Advertiser Product Marketing and later a Director of Category Sales Strategy for the Americas. In these roles she had responsibilities in the Product organization for performance-based display advertising products as well as in working with the Sales organization as an advertising product and category expert growing Financial Services category sales revenue. Prior to Yahoo, Kate held product senior management and marketing roles as the Vice President of Performance Products and Analytics at Bankrate, Inc. She spent almost ten years with Bankrate where she helped develop, manage and grow the consumer banking listings business for the flagship site Bankrate.com, along with leading major product initiatives across the Bankrate portfolio of sites.

Kate holds a BA in political science from Johns Hopkins University in Baltimore, Maryland and an MBA in Marketing from Vanderbilt University, in Nashville, Tennessee.

Kim is an online advertising and client services leader with experience building business units, improving operations and client development. Prior to WhaleShark, she served as the Senior Director of Search and Creative Services for LinkShare Corp. Kim holds a bachelor of science degree in advertising with a minor in business administration from the University of Florida.

"I'm thrilled to have top talent like Kate and Kim joining the team as WhaleShark grows at a rapid pace, and I know our users, merchant partners and affiliates will benefit from their years of experience," added Kelli.

**For merchants or advertisers interested in displaying their brand, deals and coupon content on a WhaleShark Media, Inc. property, email [advertise@whalesharkmedia.com](mailto:advertise@whalesharkmedia.com).**

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); <http://www.CheapStingyBargains.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).

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

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