

WhaleShark Media Adds HomeAway CEO to Board of Directors, Announces Investment from Google Ventures

AUSTIN, TX — August 2, 2011 — WhaleShark Media, Inc., the world's leading marketplace for coupons and deals, today announced that Brian Sharples, CEO and co-founder of HomeAway, has joined the company's board of directors. In addition, the company announced an investment from Google Ventures.

WhaleShark continues to demonstrate strong progress. The company's websites worldwide, which include RetailMeNot.com in the United States, connect consumers with discounts from more than 100,000 top merchants, stores and retailers. More than 230 million visitors come to shop its sites every year.

The appointment of Sharples is key to growing WhaleShark's position in the marketplace. Since Sharples started HomeAway in 2005, he has grown the business to become the world's leading network of vacation rentals, and recently led the company's initial public offering. Sharples raised more than \$400 million in private investment for HomeAway, prior to taking the company public, and completed 17 acquisitions to create the worldwide leader in online vacation rentals.

"From the day HomeAway was founded, Brian has demonstrated exemplary leadership and a clear vision," said Cotter Cunningham, founder and CEO of WhaleShark Media. "His expertise in branding and strategy will prove indispensable as we work towards realizing our mission to create the world's largest portfolio of online coupon sites."

"Since its inception only a couple of years ago, WhaleShark Media has emerged as the leading marketplace for online coupons and deals," said Sharples. "The company has experienced tremendous growth, and I am excited to help guide its further expansion as a member of the board of directors."

HomeAway's investors include Google Ventures, which recently made an investment in WhaleShark. The company expects to tap into Google Ventures' expertise and network as it grows its team and expands its global distribution footprint.

"WhaleShark exemplifies the key characteristics we look for in an investment -- communityfueled growth and products that address a pervasive market need," said Karim Faris, partner, Google Ventures. "For consumers, WhaleShark offers a simple way to save money online, and for retailers, a marketing vehicle to showcase discount opportunities for potential buyers. We are excited to collaborate with a company innovating in this fast-growing market."

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, 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).

About Google Ventures

Google Ventures is the venture capital arm of Google Inc. We seek to discover and help develop great companies, and believe in the power of entrepreneurs to do amazing things. Our investments range from seed to late stage, across a broad range of industries, including consumer Internet, digital media, software, hardware, and biotechnology. We embrace the challenge of helping young companies grow from the proverbial garage to global relevance. For more information, visit www.googleventures.com.

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