WhaleShark Media Adds Two Key Executives to Senior Team

Recent Hires Highlight Accelerated Company Growth

AUSTIN, TX — June 2, 2011 - WhaleShark Media, Inc., the world's leading marketplace for coupons and deals, today announced Paul Rogers and Steven Pho have joined the company's executive team. Rogers has been appointed the new chief technology officer and Pho joins the team as a senior director, business development. These additions reinforce the company's accelerated momentum since its acquisition of RetailMeNot.com iin November 2010.

Paul Rogers is well known in Austin tech circles, having opened Google's Austin office in 2008. He led the Engineering team at BazaarVoice during its startup years, and held multiple development and technical management roles at Trilogy Software. Rogers has worked closely with WhaleShark Media since its inception as an advisor, as well as Austin Ventures, the company's venture capital firm.

As CTO, Rogers will draw upon his extensive technology leadership experience to drive WhaleShark Media's technical vision and overall company progression. "I am honored to be part of the WhaleShark Media team," said Rogers. "I look forward to working with a company that is focused on how to better the overall consumer experience across its growing portfolio of sites."

Steven Pho brings more than 10 years of experience to WhaleShark Media. Most recently, he worked with Thomas Weisel Partners in San Francisco as vice president, Internet and new media. Pho has executed a full range of strategic merger and acquisitions in the Internet industry and has held the leading role throughout all aspects of M&A buy side and sell side, IPO, recapitalization and other financing engagements.

In Pho's new role as a senior director, business development, he will be a member of the team responsible for expanding WhaleShark Media's portfolio of online coupon sites. "With its recent growth, WhaleShark Media is positioned to revolutionize the online coupon and deal space," said Pho. "I am excited to be on board with such an innovative team and am looking forward to helping shape the next steps of business expansions."

"We're thrilled to have Paul and Steven join our team and look forward to the expertise both men bring to the company," said Cotter Cunningham, CEO of WhaleShark Media. "WhaleShark Media has experienced tremendous growth and we are certain their combined experience in technology and business development will help take the company to the next level."

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).

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