

RETAILMENOT.COM RELEASES HOLIDAY CONSUMER COUPON USAGE REPORT

Holiday Shoppers Save \$32.2 Million Using RetailMeNot.com; Site Generates \$847 Million in Retailer Sales During 2010

Austin, TX - January 20, 2011 – RetailMeNot.com, a leading marketplace for coupons, deals and promotional codes from more than 65,000 top retailers, that connects consumers seeking savings through discounts, today announced the release of its **2010 Holiday Consumer Coupon Report**. As the most highly trafficked online coupon site and the only website with more than 485,000 coupons for both online and in-store discounts, RetailMeNot.com is uniquely positioned to provide a comprehensive look at consumer coupon usage within the retail industry.

During the month of November, consumers saved \$15.1 million using coupons in their more than 21.5 million visits to RetailMeNot.com, a 27 percent increase compared to November last year (16.9 million visits in 2009). Cyber Monday saw the most traffic in one day on RetailMeNot.com, bringing in more than 1.5 million visits, while Black Friday followed close behind with more than 1.2 million.

December proved to be the busiest month of the year for savvy consumers using RetailMeNot.com coupons, saving more than \$17.1 million. RetailMeNot.com shoppers saved 27 percent off retail, on average, over the 24.4 million visits they logged during the month. The holiday season caps off a year in which RetailMeNot.com generated over \$847 million in merchandised gross sales for retailers, a 53 percent increase over 2009.

This holiday season, residents of New York, Massachusetts and New Jersey took the top three slots for using the most online coupons. The most popular online coupon on RetailMeNot.com in December was 20 percent off of an entire online purchase at Bath & Body Works.

This is a snapshot of the data collected in RetailMeNot.com's 2010 Holiday Consumer Coupon Report. To download the complete report and methodology, please visit:

<http://tips.retailmenot.com/reports/Holiday2010Coupons/>

Top 10 most searched stores in online coupons from November - December 2010:

1. Amazon
2. Victoria's Secret
3. Kohl's
4. JCPenney
5. Macy's
6. Bath & Body Works
7. Target
8. Best Buy
9. Old Navy
10. Toys 'R' Us

Top 10 states using online coupons from November - December 2010:

1. New York
2. Massachusetts
3. New Jersey
4. Connecticut
5. Rhode Island
6. Virginia
7. Maryland
8. New Hampshire
9. Illinois
10. Pennsylvania

For the latest coupons and shopping tips, follow RetailMeNot.com on [Twitter](https://twitter.com/retailmenot), www.twitter.com/retailmenot, or become a fan on Facebook, www.facebook.com/retailmenot.

About RetailMeNot.com

RetailMeNot.com is the top consumer destination for collaborative 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 millions of deals at more than 65,000 retailers.

Coupons are rated and ranked by users, ensuring that the best deals rise to the top and expired coupons drop down the list. RetailMeNot.com is a division of **WhaleShark Media, Inc.**, the world's leading marketplace for coupons and deals.

Other Whale Shark Media properties include:

www.Deals.com, www.Deals2Buy.com, www.CheapStingyBargains.com, www.CouponSeven.com, and www.CouponShare.com.

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