

## RetailMeNot Extends 'What the Truck?!' Discount Promotion Through March 17 to Give More Consumers the Chance to Redeem Deals at Austin-Area Food Trucks

### MEDIA ADVISORY

Austin, TX, March 13, 2012, RetailMeNot ([www.retailmenot.com](http://www.retailmenot.com)), the largest online coupon site in the United States, issued a press release on Thursday, March 8, to alert members of the media about the launch of their "What the Truck?!" campaign. The promotion is designed to test a new way to help consumers save money when eating at some of Austin's top food trucks during the SXSW Festival.

"The response to this campaign has been overwhelmingly positive from both end-users and participating merchants," says Brian Hoyt, head of communications for WhaleShark Media, Inc., the operator of RetailMeNot. "As inclement rainy weather over the weekend impacted business at some of our food truck partners, we've decided to extend this offer through March 17 to give more individuals the opportunity to test this new card-linked coupon technology and eat some great food during the music portion of SXSW!"

Originally scheduled to end on March 13, WhaleShark Media is extending this campaign through March 17 to allow for more consumers to redeem instant card-linked discounts at participating Austin-area food trucks. Consumers in Austin can sign up for card-linked coupons by visiting <http://rmn.com/foodtrucks>. To request a demo, interview or to arrange filming of the food truck promotion, please contact:

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*\*Revised March 12, 2012 to reflect extended promotion*

### **RetailMeNot.com Scores an Industry First by Launching the 'What the Truck?!' Discount Promotion to Provide Deals at Top Austin-Area Food Trucks**

March 9-17 Promotion Enables Consumers to Be the First to Use New Card-Linked Coupon Technology that links Coupons directly on their Credit or Debit Card

AUSTIN, Texas, March 8, 2012 /PRNewswire/ -- RetailMeNot.com, the biggest online coupon site in the United States, today announced it is the first in the deal and discount industry to test a new way to help consumers save money when eating at some of Austin's top food trucks from March 9-17, 2012, during the SXSW Festival. By linking coupon offers on your major credit or debit card, hungry consumers hitting the streets of Austin can experience instant savings with each purchase by simply swiping their card at the point of sale. Even better, the promotion accepts nearly every major credit and debit card.

**No online code required. No scanning barcodes on a mobile phone. No need for printed coupons. No waiting for your discount.**

With this new card-linked coupon technology, consumers can put coupons from over a **dozen food trucks in downtown Austin** directly on their credit or debit card.

Once a card is registered, consumers can put single-use coupons available at <http://rmn.com/foodtrucks> on their credit or debit card. As opposed to waiting for their credit or bank statement each month or logging online to see if the discount was applied, the new card-linked coupons identify the discount on the receipt at the point of purchase – another industry first! A simple swipe of the card at participating food trucks enables consumers to experience instant savings viewable on their receipt.

RetailMeNot.com's "What the Truck?!" promotion enables consumers to save up to 40% automatically when a purchase is made at participating food trucks.

"We could not think of a better place than our hometown to be the first in our industry to test this new card-linked coupon technology," says Cotter Cunningham, CEO of WhaleShark Media, Inc., the operator of RetailMeNot.com. "This promotion enables Austinites and tech-savvy visitors to be the first to test this new savings technology we're offering as we innovate within our industry and support local businesses who prepare some of the best food in town! So eat your heart out - the discount is on us!"

To put offers on your credit or debit card for participating food trucks from March 9-17, log onto <http://rmn.com/foodtrucks> with a mobile device and follow the easy instructions for linking offers.

The "What the Truck?!" promotion is made possible through a beta test of new technology developed by RetailMeNot.com in partnership with [CardSpring](#) and [First Data](#).

National retailers interested in RetailMeNot.com's card-linked coupon technology can learn more by emailing [advertise@whalesharkmedia.com](mailto:advertise@whalesharkmedia.com).

### **About RetailMeNot.com**

RetailMeNot.com ([www.retailmenot.com](http://www.retailmenot.com)) is the leading consumer destination for collaborative online 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 hundreds of thousands of deals and offers from retailers from across the globe. Online coupons are rated and ranked by users,

ensuring that quality deals rise to the top and expired coupons drop down the list. RetailMeNot.com is operated by WhaleShark Media, Inc., the world's leading marketplace for online coupons and deals.

Make sure to "like" RetailMeNot.com on Facebook and follow the company via Twitter [@retailmenot](#).

**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).

Be sure to "like" WhaleShark Media on Facebook and follow the company via Twitter [@WhaleSharkPR](#).

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