

Come Save Away! RetailMeNot Partners with Personal Finance Expert Jean Chatzky to Launch the RetailMeNot Savings Appreciation Campaign

Initiative Focused on Helping to Educate Consumers on How to Save Money

AUSTIN, Texas, March 16, 2012 /PRNewswire/ -- RetailMeNot, the largest **online coupon** website in the United States, today announced that it was launching the **RetailMeNot Savings Appreciation Campaign** to encourage Americans to better manage their money, increase their personal savings and become smarter shoppers.

(Logo: <http://photos.prnewswire.com/prnh/20120308/DA66724LOGO-b>)

The **RetailMeNot Savings Appreciation Campaign** launches by announcing an educational partnership with personal finance expert, **Jean Chatzky**, as a part of an ongoing effort to raise awareness about the importance of shopping responsibly, saving money and getting out of debt.

"A life in debt should not become the new normal, and we at RetailMeNot have the opportunity and the responsibility to bring attention to this issue – one that impacts our lives and our national economy. Simply put, we believe Americans need to save more money. This campaign will help consumers become more aware of their spending habits and hopefully help inspire positive changes in peoples lives," said **Cotter Cunningham**, Founder & CEO, WhaleShark Media Inc., operator of RetailMeNot.com. "We're very happy that Jean Chatzky, a leading personal finance expert, has agreed to help us educate consumers and increase the dialogue about how they can be smarter shoppers and more savvy savers. This is only the beginning of a larger, national effort with a goal of helping to create a stronger culture of savings in the United States as we help make coupon clicking and deal hunting part of our spending DNA."

Some features of the Savings Appreciation campaign:

- Jean Chatzky and other featured experts will produce video content, write blog entries and answer questions from RetailMeNot users.
- RetailMeNot will also sponsor contests and promotions via the website's social media channels that help encourage Americans to learn to become better savers.
- Each month, the campaign will also highlight external thought leaders that promote smart couponing and savings strategies.
- In addition to Jean, this month also features a blog entry from Cotter Cunningham, Founder & CEO of WhaleShark Media, operator of RetailMeNot. In his blog entry, Cotter outlines why RetailMeNot is taking on this issue of promoting the value of becoming better financial savers as consumers.

"Increasing our ability to save money and reduce debt is an imperative to creating a stronger foundation in our personal finances, and I hope this campaign will help consumers become more aware of their spending and savings habits," said Jean Chatzky, lead personal finance expert for the RetailMeNot.com Savings Appreciation Campaign. "I'm thrilled to be partnering with RetailMeNot.com. The fact that RetailMeNot's campaign is focused on talking about saving in tandem with spending is key. Together, we can help improve the financial lives of millions of Americans and help provide important information for ways to become wiser, more savings focused consumers."

The campaign anticipates additional partnerships with other thought leaders and experts in the areas of financial education, parenting, fashion and other sectors of retail who will help people become smarter consumers and better savers.

What is your Money Rule?

Stay tuned for the "Money Rules" contest! To celebrate the launch of this campaign, RetailMeNot is working with Jean Chatzky to give away copies of her newly published book – **Money Rules: The Simple Path to Lifelong Security!**

About RetailMeNot.com

RetailMeNot (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) 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, 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).

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

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