

WhaleShark Media Joins the Austin Anti-Defamation League's Workplace Diversity and Inclusion Initiative

WhaleShark Media pledges to achieve the Community of Respect® designation with its commitment as a program participant

Austin, TX, April 20, 2012 – WhaleShark Media, Inc. (www.whalesharkmedia.com), the largest online coupon and deals marketplace in the world, today announced that it was signing on as a participant of the Austin Anti-Defamation League's workplace diversity and inclusion initiative called Community of Respect®.

An outgrowth of the ADL's well regarded school-based "No Place for Hate®" program, the League's "Community of Respect® Initiative" in Austin offers local businesses, organizations, and houses of worship the opportunity to cultivate and promote internally a culture of respect and acceptance.

Central Texas Organizations can earn the Community of Respect® designation by appointing a diversity committee, signing a Resolution of Respect, and completing three or more anti-bias activities.

WhaleShark Media's more than 150 employees in Austin will become the immediate beneficiaries of the program.

"WhaleShark Media, already highlighted as a best place to work in Austin, continues to lead the way by being a local leader in committing to participating in ADL's Community of Respect® program," said Cotter Cunningham, CEO, WhaleShark Media. "We continue to reinforce the point internally by our participation in this program that people of all backgrounds are welcomed to work here."

WhaleShark Media is joined by Whole Foods, Motorola Mobility, Wells Fargo, Calendar Club, Endeavor Real Estate Group, Seton Healthcare Network, Waxman Cavner Lawson, Unisource, , Schlosser Development, Ballet Austin, Theater Action Project and GSD&M.

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 experiences more than 400 million consumer visits to 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 @WhaleSharkMedia.

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