

WhaleShark Media Taps GSD&M for Creative and Media Duties for RetailMeNot Brand

Allison+Partners Named WhaleShark Media's Public Relations Agency

AUSTIN, Texas, May 3, 2012 /PRNewswire/ -- WhaleShark Media, Inc. (www.whalesharkmedia.com), the world's largest **online coupon** and deals marketplace, announced today it had awarded GSD&M (<http://www.gsdm.com>) the account to support the creative and media duties for the company's RetailMeNot (www.retailmenot.com) brand. Additionally, Allison+Partners (<http://www.allisonpr.com>) was named the company's public relations agency, supporting the earned media programs for WhaleShark's RetailMeNot brand and its corporate communications program.

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

"We are thrilled to be working with these first-class agencies to further grow the leadership position of our flagship brand in the U.S., RetailMeNot," said Jill Balis, senior vice president of marketing for WhaleShark Media. "I know that both GSD&M and Allison+Partners will play an important role in helping RetailMeNot build meaningful and enduring relationships with value-seeking consumers."

Based in Austin, TX, GSD&M will help launch the first branded campaign for RetailMeNot as WhaleShark Media evaluates and tests various online and offline mediums, including digital and television, to amplify the website's new positioning.

"From Southwest Airlines to L.L.Bean to the U.S. Air Force, we have built a creative media agency that knows how to tell compelling stories and build brands that dominate their market leadership position," said Duff Stewart, president and CEO of GSD&M. "We all look forward to working with a market leader like RetailMeNot and being a part of the team that makes this brand a household name."

Headquartered in San Francisco, Allison+Partners is an award-winning, full-service communications firm that will support the growing earned media needs for RetailMeNot and the financial communications program for WhaleShark Media.

"In our role as storytellers, we are really excited to work with WhaleShark and collaborate with GSD&M to help amplify the consumer and merchant value proposition of the RetailMeNot brand," said Matthew Della Croce, partner at Allison+Partners. "For years we've helped cost-effectively promote brands like eHarmony, Orbitz, YouTube and Dropbox. Now we look forward to significantly broadening the awareness and understanding of RetailMeNot as we help more consumers learn to save money while they shop."

Both agencies were chosen in a competitive review.

About RetailMeNot.com

RetailMeNot.com (www.retailmenot.com) is the leading consumer destination for collaborative online coupon, deal and promotional code hunting and sharing. Its mission is to help consumers save money and enjoy a hassle-free discount shopping experience. Since November 2006, RetailMeNot.com's users have shared hundreds of thousands of deals and offers from retailers 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, follow the company via Twitter [@retailmenot](https://twitter.com/retailmenot) and **add** us on Google+.

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 400 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 [@WhaleSharkMedia](#).

About GSD&M

GSD&M is an advertising agency headquartered in Austin, Texas. With a restless culture and purpose as a guiding force, GSD&M builds brands with an integrated creative and media approach. GSD&M is part of Omnicom Group, Inc. (NYSE:OMC). For more information, go to [GSDM.com](#).

About Allison+Partners

Allison+Partners, an MDC Partners company, is an international communications firm driven by a collaborative approach to innovation and creativity. The result is freshly imagined, customized approaches that provide concrete, measurable strategies to drive market and executive leadership. Expertise includes consumer PR and marketing, corporate communications, technology and digital media, brand innovation, social impact, public affairs and healthcare. The firm is headquartered in San Francisco, with offices in New York, London, Los Angeles, Washington, D.C., Atlanta, Chicago, Phoenix, San Diego, Seattle and Dallas. The company has a 50-state grassroots network and deep affiliations with quality firms worldwide through [MDC Partners](#) (NASDAQ: MDCA, Toronto Stock Exchange: MDZ.A), a progressive marketing and communications network, championing the most innovative entrepreneurial talent. Visit us: [www.allisonpr.com](#), [http://facebook.com/allisonpr](#), [http://twitter.com/allisonpr](#).

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