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April 2, 2013 - London, UK - Leading UK shopping and discount website VoucherCodes.co.uk today announces its market-leading money saving app is now available to Windows Phone 8 users.

The VoucherCodes.co.uk app delivers discounts on the UK's leading high-street stores, restaurants and experiences direct to consumers' smartphones, removing the need to trawl the web for offers or print out vouchers at home. Research from VoucherCodes.co.uk reveals over a third of smartphone users (37 per cent) want better access to discounts through their phones. The Windows Phone version of the app enables more shoppers than ever easy access to the biggest and best deals, wherever they are.

The app, which is also available to iPhone and Android users, has been downloaded by over two million money smart consumers since the launch of the original iOS version in September 2011.

Daniel Bower, director of product at VoucherCodes.co.uk commented: "Our research shows consumers want access to discounts and deals when they're out and about. The VoucherCodes.co.uk app helps shoppers secure shoppers secure the best deal possible on a whole host of high-street stores, restaurants and experiences without the hassle of printing out vouchers at home.

"The iPhone and Android versions of the VoucherCodes.co.uk app have proved hugely popular with consumers and we have worked hard to ensure they offer not only the best deals, but the most straightforward user experience. We are excited about helping Windows Phone users take advantage of great money saving deals when out and about."

VoucherCodes.co.uk is a featured app in Window's Phone's latest TV advert launched on Monday 1st April 2013.

Notes to editors:

* Research was carried out by One Poll with 2000 smartphone users on 21th February 2013

About VoucherCodes.co.uk:

VoucherCodes.co.uk brings together the best voucher codes, 2-for-1 restaurant vouchers, printable vouchers, deals and sales for hundreds of leading online stores to help save you more money.

VoucherCodes.co.uk works with the UK's favourite retailers and restaurants, so no matter what our customers are looking for we're likely to have a great voucher code to help save them money.

Over six million smart money savers subscribe to our weekly newsletter. Sent out every Tuesday morning, it brings together a handpicked selection of the twenty best voucher codes packed with exclusive codes for a huge range of stores and activities.

About RetailMeNot, Inc.

RetailMeNot, Inc. (www.retailmenot.com/corp/) is the world's leading marketplace for online coupons and deals. The company's websites enable consumers across the globe seeking to save money to find hundreds of thousands of offers from retailers.

RetailMeNot, Inc. experienced more than 450 million consumer visits to its sites in 2012. The RetailMeNot, Inc., portfolio of coupon and deal websites includes www.RetailMeNot.com, the leading online coupon site in the United States; www.VoucherCodes.co.uk, the leading online coupon site in the United Kingdom;www.Deals.com in Germany; www.ActiePagina.nl in the Netherlands; Bons-de-Reduction.com and www.Poulpeo.com in France; and www.Deals2Buy.com, a leading discount offer site in North America.

Be sure to "like" RetailMeNot, Inc. on Facebook and follow the company via Twitter @retailmenotinc.

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