

Press Release - Blip A Deal

Headline: Australian startup organizes daily deals for the global market

FOR IMMEDIATE RELEASE

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Summary: Australian startup brings order to the chaos of the worldwide daily deals explosion through innovative mobile apps and language translations.

October 27, 2011 - Sydney, Australia - The online daily deals scene has seen such a massive explosion that it has become difficult for deal lovers worldwide to keep track of them. With so many sites and emails about each “deal of the day,” it has become extremely time consuming to keep track of all these new sites, let alone prioritize these deals in their inbox.

Founded six months ago in Australia, “Blip A Deal” organizes over 10,000 deals from 12 countries worldwide. This global deal aggregator ensures that both English and non-English readers have easy access to numerous deals in their preferred languages. “Blip A Deal” also mobilizes the deals complete with language specific features through iPhone and Android, with an app for the Blackberry coming soon. Over the short period of time it has been available, the “Blip A Deal” mobile apps have seen 30,000+ downloads in Australia alone.

“Blip A Deal” currently presents daily deals from Australia, Canada, Hong Kong, India, Indonesia, Malaysia, New Zealand, the Philippines, Singapore, Thailand, the United Kingdom, and the United States. Users can access these deals from a single site or through their mobile devices and select those available in 500 cities worldwide.

“Blip A Deal” is unique in giving users access to daily deals internationally as they travel, making deals searchable by keyword and giving them the ability to browse by subject area, such as food and beverages, health and beauty, or activities and experiences. Users can also search by the popularity or newness of the deal offered and are given the option of subscribing to a daily email featuring new deals from the cities and countries they select.

Offers in foreign languages are presented either in the local language or translated into English for the convenience of users from English speaking countries. This is a feature often missing from deal websites presenting deals from non-English speaking areas of the world.

It is the continuing aim of the “Blip A Deal” service to find new and novel ways to organize deal data for the expanding worldwide market. The company knows the deal market is in its infancy and is preparing to capture new regions and add exciting innovative features to their product line. “Blip A Deal” plans to lead the way in incorporating a user’s preferences so the best deals can be filtered and targeted to them, further reducing deal information overload and giving the user exactly what they are looking for in a deal.

About “Blip A Deal”

Founded in Australia in 2011, “Blip A Deal” is a comprehensive site for group buying deals with over 10,000 deals listed each day from 12 countries and 500+ locations around the globe. They list deals from major group buying sites and deliver these straight to their user via their website and through their network of integrated mobile applications. For information, visit www.blipadeal.com