

CouponPal

Media Kit 2012

Our Deal: The CouponPal Story

from Scott Elling, Founder / CEO

Living in a trailer growing up, I learned the value of saving money from a young age. It wasn't always cool to be sorting through the paper and clipping coupons, but let me tell you, the dollars added up. "A penny saved is a penny earned," my Mom always told me – and she was right.

Well, now it's my turn to help you put some extra cash back in your pocket the 21st century way with a cost-cutting technique I discovered sitting right before my eyes.

It was 2009. I worked in online marketing promoting big name retailers and thought I knew everything about the business. Mother's Day came around and I went online to order flowers when a little box labeled "Promotional Code" at checkout caught my eye.

I Googled it immediately. To my surprise, I found tons of websites with lists of codes promising to save me money. I rifled through the deals and tried three or four different coupon codes growing increasingly dubious with each failed attempt. Then I struck gold! My first 10% + Free Shipping connection!

I was hooked. I started shopping online almost exclusively trying to use special discount codes on every purchase. I often grew frustrated sifting through bogus coupons from unreliable websites en route to the real deal when I thought to myself – I can do this better. And, just like that, CouponPal.com was born.

I started building a website that I wanted to use. I recruited industry experts Kevin Helms, a top-talent who worked closely with online savings sites and managed coupon distribution for the web's biggest retailers, and Mike Mothner, founder of Wpromote, an Inc. 500 and Addy award winner, to develop the idea. From the very beginning, I knew the value of building a team of experts and continue to do so with our staff of deal masters today. After a lot of hard work, the site went live in September of 2010 and our customers started saving big – over \$1 million our first year!

We think our customers are the smartest shoppers on the web. While people are wasting time with auctions and second hand sites, the select few expert buyers like you combine to save nearly \$5 billion a year using coupons online. Did you know that less than half of people shopping online currently utilize these special codes and offers to save money? Yet, in the time it takes to read this paragraph, the average online coupon user could save \$19!

At CouponPal, we love to shop online! It's quick, easy, and saves money – especially, with a few coupon codes cutting down the price.

CouponPal.com gives visitors free access to special coupons and exclusive promos that help them save money. We build relationships with each of the stores we feature on our site and manually load and test every deal to ensure their quality and reliability. It's our hands on approach that sets us apart! It might take us a little extra work, but when our customers are satisfied it's all worth it.



Corporate Overview

An Inside Look at CouponPal and Shopping Online

Online shopping online is big business. Each year, more people turn to the World Wide Web to get life's essentials. Shopping online saves you time, money, and a whole lot of headaches. Thanks to CouponPal.com's extensive database of reliable, easy-to-use coupon codes, deal hunting has never been easier.

In 2011 alone, U.S. consumers saved a whopping \$4.8 billion using online coupons. Yet, of customers shopping online, only 47% currently utilize these special codes. Despite all that money being saved, 99% of coupons offered by retailers go unredeemed, leaving billions on the table.

CouponPal's mission is to make shopping online a better experience for our users. Unlike the automated tools that find deals on other sites, our deal experts manually load and verify every coupon before you ever see it. Our staff work directly with our partner stores to negotiate the best deals, whereas other companies use unreliable user generated feeds. By providing 100% accurate deals, we keep our users happy and their wallets full.

Scott Elling, a savvy online marketing veteran, and Kevin Helms, an industry leader in affiliate marketing, joined forces and launched CouponPal.com in September of 2010. This fast-growing startup generated \$1.7 million in revenue in its first year of business and is poised to triple that in 2012. To date CouponPal has helped users save over \$2 million.

That's just the beginning! With new team members, an all new office in Venice, CA, and a ton of momentum behind them, this Los Angeles based company relaunched their website in September of 2012 and has entered a period of rapid growth.

At CouponPal, we're shop-a-holics, too. Our team of deal experts works tirelessly to partner with new merchants and find the best deals. CouponPal's dedicated shoppers test deals, review products, and work with partner stores to give our users the best shopping experience imaginable. We're not just creating a great site for customers, we're building a site we use.

CouponPal at a Glance

- *September 2010* – CouponPal.com Launches
- *April 2011* – Company becomes profitable
- *July 2011* – User savings top \$1 million
- *December 2011* – \$10 million partner sales
- *September 2012* – Website relaunches

By the Numbers

- Deals to over 3,000 Stores
- 101,389 coupons redeemed thus far
- 11,653 active coupons
- Average of 150,000 monthly browsers
- More than 2 million total visits
- Over \$25 million in partner sales

Meet Your Pals





Scott Elling

Founder, Chief Executive Officer

Scott founded CouponPal in 2009 to provide customers with a better online shopping experience. He drew upon his success building the Performance Marketing division at WPromote from the ground up as well as his robust portfolio. Scott has been responsible for over \$10 million in revenue and \$100 in partner sales for some of the largest Internet retailers since 2006. This Southern California native brings a competitive, fun approach to the workplace. Just don't mess with him on the basketball court. He earned All-State honors, an All-American nomination, and a college scholarship for his high school play. His business mind proved too strong for university life, though, and he dropped out to focus on his life as an entrepreneur.

Kevin Helms

Chief Operations Officer

As the co-founder of CouponPal, Kevin brings a sharp business mind, fiery determination to excel (and Excell!), and a history of success to the team. He graduated with Honors from the University of California at Santa Barbara in Business Economics. He must have learned something there because in the four years he spent working at Commission Junction following his studies he managed top publisher and advertiser accounts growing revenue as high as 500% annually! He has translated that performance to CouponPal where he generated \$10 million in partner sales in the first year. If those numbers sound robust, try this on for size. When he's not working odds are you'll find him playing his guitar or at a concert – he's an all-around music fanatic.





Jeremy Palmer

Chief Marketing Officer

It's rumored that Jeremy's coffee consumption is responsible for over 50% of Colombia's economy. All that extra liquid energy has powered him to an impressive track-record in affiliate marketing. He has been an industry thought leader and vocal advocate for performance marketing speaking at premier events and conferences for nearly a decade. Since 2003, his work has generated over \$10 million in revenue for partners earning him the distinction as the Commission Junction Horizon Award Winner for Innovation in 2005. When he's not gearing up to generate sales and reach out to new partners, chances are you'll catch Jeremy spinning the spokes on his bike. He's an avid cyclist that has competed on the national stage and won Utah's Summer Games Athlete of the Year in 1995.

Zan Ilic

Chief Technological Officer

Zan Ilic comes to CouponPal as an import via Slovenia fluent in 5 languages – Slovenian, English, Serbian, Croatian, and Macedonian – well, closer to 10 actually, when you count all the programming languages he uses. He first published as a guest designer on premiumpixels.com before going on to become one of the top ranked designers in the dribbble community. At age 18 he acquired and became the owner of his first company, which he turned from the red to black nearly overnight before selling it at age 19. By 21, he had developed a successful startup of his own, EGOSENTi. He spends much of his time obsessing over pixels and code putting he's keen sense of design on display, which has put him on the wish-list for mega-companies including Spotify and Garmin. Keep your eye out for a dash of pink in his work. He's a die-hard lover of both the color and the recording artist.



BumSoo Kim

Business Development

BumSoo was born in South Korea before moving to Ecuador as a child. He came to America at age 16 and has gone on to become fluent in Korean, Spanish and English. Since graduating with a double in Business and International Studies from the University of California at Santa Barbara he has continued his academic career. He is currently pursuing an MBA from UC Irvine while working full-time at CouponPal. BumSoo brings over six years of industry experience to the table having managed marketing campaigns for some of the biggest eCommerce companies online today including HP, Dell, Zappos, Yahoo!, and Travelocity. His expertise is instrumental for CouponPal in developing new relationships and beating down prices. Don't worry, he only uses his powers for good though. That's a relief for all of us because he has trained in martial arts and earned a black belt in the Korean practice of Tang Soo Do.



Charlie Cohn

Content Director

Charlie is a professional wordsmith who is passionate about helping people and sees passing along savings as another means to improve the everyday lives of others. After graduating from the University of California at Santa Barbara with a double major in Communication and Film & Media Studies he jumped into the nonprofit sector. He helped to raise over \$120,000 to support music education in economically disadvantaged areas, executed a strategic marketing plan to increase the online presence and build community support for the nonprofit organization Education Through Music-Bay Area. When he's not tied to an office, you'll be hard pressed to find him. He traveled around the globe to compete in the 2006 National and World Championships of Ultimate Frisbee, co-authored and researched a mobile app guide to over 200 festivals worldwide, and has made it his mission to visit more countries in his life than year he's lived.





In the Press

Business Insider

May 27, 2011

“Wpromote Incubates Startup, CouponPal.com”

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