

**MOBILE COUPON APP, CHECKOUT 51,**

**HITS 1 MILLION U.S. MEMBERS**

***FASTEST-GROWING MOBILE COUPON APP IN U.S.***

***HAS SAVED SHOPPERS $1.3 MILLION IN ONLY 10 WEEKS***

New York, NY (March 25, 2014) -- [Checkout 51](http://www.checkout51.com), a mobile app that has reinvented the use of coupons, reached the one million member mark on Wednesday, March 19th. The app has saved shoppers more than $1,300,000 since launching in the U.S. on January 9th.

Checkout 51 enables shoppers to earn cash back simply by taking photos of their receipts and uploading it through the app. Here's how it works: each week, Checkout 51 gives a new list of offers on grocery and household products. Members can purchase products from the list at any store in the US and use the app to take a photo of the itemized receipt. Checkout 51 then confirms the purchase and credits the member’s account. When a member’s account reaches $20, the member can either request a check or continue racking up credits.

Checkout 51 has partnered with several of the world’s top consumer brands and features offers on grocery products like milk, eggs, cereal, and cookies, as well as home cleaning, health, and beauty items.

The app simplifies the process of using a coupon for the shopper, and enables its brand partners to give shoppers personalized offers based on what they’ve redeemed in the past, as well as delivering real-time insights into who is buying their products.

“Shoppers are increasingly looking to their smartphones to help them save money in the grocery store,” said Noah Godfrey, Co-Founder of Checkout 51. “With Checkout 51, shoppers can save after they leave the store and not have to worry about fumbling with paper coupons or their smartphone in the checkout line.”

The Checkout 51 app launched in Canada in December 2012 and soon became the #1 free lifestyle app in the Apple App Store. Over 670,000 Canadians use the app and have saved more than $3.0 million. Since launching in the U.S, Checkout 51 has consistently ranked in the top 10 lifestyle apps via the Android and Apple app stores.

The Checkout 51 app is available for free in the Apple App Store, Google Play, and at www.checkout51.com.

Checkout 51 was founded by three entrepreneurs with extensive experience building successful technology, media, and advertising businesses. For more information about them, please see http://www.checkout51.com/about.

High-resolution photos and logos available at http://www.checkout51.com/press

# # #

Media Contact: The Door

Kendra Borowski / Kendra@thedooronline.com / 646-340-1770

Heather Muhleman / Heather@thedooronline.com / 646-340-1709