



Powsumer

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Actor Corbin Bernsen announces launch of Indiegogo campaign for new venture, Powsumer

Akron, Ohio -- **Powsumer.com**, a new consumer-driven pricing website founded by Corbin Bernsen, has launched a "Powsumer.com: The Future of Online Shopping" campaign on **Indiegogo**, an international fund-raising platform. The \$100,000 funding goal will be used to pay for further development and launch of the Powsumer.com beta site. The Indiegogo campaign can be found at: <http://bit.ly/powsumerfunding>.

Powsumer is a groundbreaking tool allowing communities to more actively participate and drive down the price in the consumer choices they make. Powsumer brings together consumers into purchasing groups ("packs") through social and web networks. Lead by a "Pack Leader" that has established the product or service the pack wants as well as the lowest price each member of the pack is willing to pay for the product or service, Powsumer will connect potential suppliers with the pack in order to complete the deal as a volume purchase. Powsumer alerts these suppliers with real time market, product and pricing trends to help them move products at a profitable margin.

"Indiegogo is a great way to launch Powsumer," says **Corbin Bernsen**, founder and interim president, Powsumer. "Powsumer will rely on broad-based internet participation to bring the best deals to consumers, much the same way Indiegogo uses the internet to crowd-source funds for many worthy causes."

Supporters of the campaign will receive, depending on contribution level, a range of perks from founder certificates and hoodies to a visit with Bernsen.

The experienced team at Powsumer includes Bernsen, Andrew Maas, and Peter Tahmin. Bernsen currently stars as Henry Spencer on the USA Network's hit original series "Psych," now in its seventh season. He is an accomplished actor, director and producer. As an independent film director and producer, he has developed a talent for financing and budgeting on a shoestring, a valuable asset when working in an entrepreneurial new business setting such as Powsumer.

Andrew Maas is vice president and co-founder, as well as working for the University of Akron Research Foundation (UARF), as a Project Manager and as the Assistant Vice President for University Innovation Ventures (UIV). Integral to UARF and UIV, Maas assisted in the preparation and winning of the 2010 i6 Challenge EDA grant which awarded \$2.2M to the Austen BioInnovation Institute in Akron and UARF to help commercialize and develop early stage medical device technologies and companies. His roles include assisting with intellectual property and related emerging enterprise matters; evaluating technologies, markets and preparing related summaries; and,



developing early stage business strategies and promotional materials. He has a J.D. degree as well as a LL.M in Intellectual Property Law.

Peter Tahmin is vice president and co-founder, as well as working as the executive vice president of MailPix.com. Tahmin has significant experience as an executive in the online retail space and will assist Powsumer.com with its launch, branding and operations initiatives.

About Powsumer

Founded in 2011, Powsumer is a consumer driven pricing site that is enticing to educated consumers everywhere. Powsumer brings together consumers into purchasing groups ("packs") with social and web networks who demand the lowest price for things they want. Powsumer provides distributors, retailers, and manufacturers a conduit to sell at profitable margins.