



Tippr Partners with Belo Corp. to Offer Local Daily Deals

Yollar.com, powered by Tippr, becomes Belo's entrée into the group buying market

SEATTLE – Nov. 11, 2010 — Tippr, the group buying industry's leading white-label technology platform provider, today announced a partnership with Belo Corp. (NYSE: BLC), one of the nation's largest pure-play, publicly-traded television companies, that will leverage Tippr's patented [PoweredByTippr™](#) technology platform to power [Yollar.com](#), a new local deal site launching across selected Belo's television markets.

PoweredByTippr is the industry's first patented, [white-label group buying platform](#) aimed at offering publishers a risk-free, turn-key technology solution for creating their own branded group buying offering. Belo is one of the first in the broadcast industry to embrace the group buying trend, and offer it as a new form of customer acquisition to its advertisers.

“We believe Tippr's white-label platform allows us to deliver world-class customer service to both clients and consumers,” said Joe Weir, Belo's general manager, Interactive.

The partnership allows Belo to quickly jump into the rapidly growing daily deals market, which according to TechCrunch is estimated to swell to \$5 billion dollars, without the challenges and expense of building its own platform. It also means Belo is automatically covered by Tippr's patent portfolio, the most comprehensive in the industry.

“For publishers, the pressure to enter the group buying market and grab a piece of the massive revenues being generated by this market is overwhelming,” said Martin Tobias founder and CEO of Tippr. “The problem is that most solutions out there require publishers to turn over their customers, their brand, and their long-term viability in this space to the partner. That doesn't sound like much of a partnership.”

Not only have publishers been missing out on revenue, but they have been watching advertising dollars be redirected to the popular consumer-facing group buying sites like Groupon and LivingSocial.

The pressure to act quickly is why most publishers will not build from scratch and operate their own platform. The amount of time required to launch a technology platform with all of the back-end operational support to make a daily deal site work is the biggest obstacle for a publisher, even ones with sophisticated technology departments and an established e-commerce presence.

The absence of a legitimate white-label solution has caused many publishers to make hasty deals with the same popular group buying sites that have been siphoning away their ad dollars. These deals may offer publishers a short-term revenue boost, but jeopardize the publisher's ability to build their own brand and maintain an ongoing relationship with their customers.

“We have essentially done for group buying what Amazon.com did for web services,” said Tobias. “The PoweredByTippr technology platform offers publishers patent-protected, turn-key access to the lucrative group buying market without having to build and maintain their own technology platform.”

To learn more about Belo's Yollar.com, visit www.yollar.com. For more information about PoweredByTippr, visit www.poweredbytippr.com.

About Tippr

Tippr.com is one of the largest group buying sites on the Internet, guaranteeing consumers the best local deals by offering discounts of 50 to 90 percent at local restaurants, spas, retail shops, city events, bars, theaters and more.

PoweredByTippr™ is Tippr's patented, white-label group buying technology and services platform that provides publishers with technology, a full complement of services required to operate a group buying service, and proven expertise garnered by operating a top name group buying site of its own, Tippr.com. For more information, go to www.PoweredByTippr.com.

Tippr is headquartered in Seattle, Washington and is funded by leading venture capital firm RRE Ventures. To sign up for daily Tippr deals, visit www.tippr.com.

###

Contact:

Sean Sundwall
Barokas Public Relations for Tippr
tippr@barokas.com
206-264-8220