

Tippr Proposes Open, Non-Proprietary Technology Standard for Group Deal Industry

The Open Deal Format (ODF) aims to streamline the exchange of group buying offer information across multiple sites; ODF to be presented to industry leaders next month in Seattle

SEATTLE – Nov. 18, 2010 – Tippr, the leading provider of [white-label technology and services for group buying](#), today announced it has created the Open Deal Format – a potential technology standard for the group buying industry . The company will formally propose the standard to industry peers next month in Seattle once it completes ODF beta testing with publishers in the PoweredByTippr network.

ODF is a technology specification that streamlines the exchange of group deal information between deal parties, including merchants, group buying services, publishers and deal aggregators. As group buying services become more prevalent, the need for merchants to offer and for publishers to promote deals across multiple platforms with multiple audiences is increasing. Having an open industry standard to exchange daily deal information will make it easier for publishers to select, run and financially reconcile group commerce offers.

Merchants will be able to more broadly distribute their offers across multiple sites, increasing their exposure to a variety of different targeted audiences. Simultaneously, consumers will benefit from improved access to the best daily deal offers on the Web that will be made available through many different sites and applications, rather than be limited to proprietary, closed branded sites.

“Publishers launching group buying sites need access to the richest set of national, local and online offers to augment their own sales efforts,” said Martin Tobias, founder and CEO of Tippr. “Similarly, deal sourcers selling directly to local merchants need to maximize the revenue potential of their sales effort by widening their distribution potential. The problem is, everyone uses a different format to submit their deal information. This makes it extremely difficult and time intensive to exchange information between these parties, resulting in slower time to market and, often, more redemption errors. ”

Once there is a standard in place, Joe’s Barber Shop in Portland, for example, will be able to submit its offer to any group buying site (Groupon, LivingSocial, Yollar, Tippr, etc.) that adopts the standard without any extra work on their part. In turn, the group buying publisher will be able to quickly and easily input the deal into its offer pipeline, and provide its audience a larger breadth of deals. Collectively, this means more exposure for merchants and more money for publishers and deal sourcing companies.

“There’s a need for deal exchange standards in order for the group buying industry to continue to grow,” said Jim Pinkenberg, CEO of DailyFlock.com. “It’s critical for the industry to drive integration and interoperability, which will result in less confusion, a better customer experience and a more seamless product.”

Tippr will host a meeting in December inviting all interested parties from the group buying industry to participate. Details on the meeting will be sent via personal invitation and posted to the ODF website, www.opendealformat.org. Invited stakeholders include representatives from AOL (NYSE: AOL), Microsoft (NASDAQ: MSFT), Google (NASDAQ: GOOG), Facebook, Entercom (NYSE: ETM), NBC (NYSE: GE), CBS (NYSE: CBS), ABC (NTSE: ABC), NewsCorp (NASDAQ: NEWS), Hearst, Tribune Company (OTC: TRBCQ), Yipit, 8Coupons, Slickdeals, DealRadar, InfoSpace (NASDAQ: INSP), DailyFlock, Groupon, Living Social, BuyWithMe, DealPop, Daily Candy, Zagat and TravelZoo (NASDAQ: TZOO) among others. The goal of the group is to publish an industry specification by the end

of the year. Those interested in participating in the December meeting should send an email to info@opendealformat.org.

About Tippr

Tippr operates one of the largest group buying sites on the Internet, Tippr.com, 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 its own top-name group buying site..

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

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