



Tippr Launches PoweredByTippr™ Group Buying Platform for Publishers

White-label platform leverages success of Tippr.com to offer media properties and large web portals a turn-key platform to enter lucrative group buying market; creates additional inventory for advertisers

SEATTLE – November 2, 2010 – Tippr.com, one of the Internet’s largest group buying sites, today launched [PoweredByTippr™](#), the industry’s first patented, white-label [group buying platform](#) offering publishers a risk-free, turn-key solution for creating their own branded group buying offering while creating additional inventory for local and national advertisers. The PoweredByTippr platform has successfully powered the third largest online group buying site, Tippr.com.

Pressure has been mounting for publishers to grab a piece of the massive revenues being generated by the burgeoning group buying market. 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. But finding a technology platform and necessary support services have been a challenge.

“What started out as a cool viral buying phenomena has turned into a huge revenue liability for publishers,” said Martin Tobias, founder and chief executive officer of Tippr. “Group buying sites are encroaching on the same local marketing dollars that a publisher’s sales team is fighting for. Publishers without a group buying strategy risk losing a meaningful monetization mechanism.”

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 long-term ability to build its own brand and maintain an ongoing relationship with its customers.

“Most group buying solutions currently in the market require the publisher to turn over their customers, their brand, and ultimately, the long-term viability of their group buying business to the partner,” said Samy Aboel-Nil, president and chief operating officer at Tippr. “PoweredByTippr allows publishers a way to build their brand, increase customer loyalty and drive revenues without having to build and maintain their own technology platform.”

Key benefits of PoweredByTippr include:

- **Maintaining the publisher brand:** PoweredByTippr creates customized group buying sites that highlight the publisher's brand, making each site unique but also brand consistent.
- **Rapid time to market:** Time to market isn't just about putting in place the technology component of the group buying solution. PoweredByTippr also provides the sales training, collateral and deal inventory most publishers need to get their group buying sites up and running quickly.
- **No IT investment or expenditure for publishers:** PoweredByTippr handles all of the technological and support service aspects of creating a group buying site, allowing publishers to focus on what they do best – creating and maintain relationships with local merchants.
- **End-to-end support services:** PoweredByTippr provides full, end-to-end support services including customer support, merchant coordination, payment processing, copywriting, design, email subscription management, credit card merchant payment services, legal issues and more.
- **Publishers receive and keep all customer data:** Unlike other group buying sites that redirect customers away from the publisher, PoweredByTippr keeps all customer leads in-house, so publishers keep the leads they generate from their own group buying sites.
- **Customizable consumer applications:** Due to Tippr's early entry into the market, the company has had both the time and expertise to develop hot-off-the-processor technologies that can be customized for publishers including iPhone apps, payment processing, social sharing and credit incentives.
- **Patent Protection:** By using PoweredByTippr, publishers avoid exhausting intellectual property disputes because they are automatically covered by Tippr's patent portfolio, the most comprehensive in the industry.

By leveraging PoweredByTippr, publishers can focus on their core strengths of engaging their audience and selling innovative advertising opportunities to local businesses.

For more information about PoweredByTippr, visit www.PoweredByTippr.com.

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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