

# Tippr Announces Group Buying Partnership With Yahoo!

*Tippr.com deals now available through Yahoo! Local Offers program; Publishers using PoweredByTippr platform can participate as well*

**SEATTLE-- Nov. 17, 2010** — Tippr, which operates [Tippr.com](http://Tippr.com), one of the largest group buying sites on the Internet, today announced a partnership with Yahoo!, Inc.(NASDAQ:YHOO) to feature Tippr.com deals on Yahoo!'s new Local Offers program. This partnership exposes Tippr.com's popular daily deals to Yahoo's massive audience, and provides unprecedented value to Tippr.com merchants who will now have exposure to the nearly 200 million monthly visitors to Yahoo.com.

The partnership is also a big win for publishers like Belo Corp (NASDAQ: BLO), who has its own daily deal site, [Yollar.com](http://Yollar.com), operated by [PoweredByTippr](http://PoweredByTippr.com)<sup>TM</sup>, Tippr's patented, industry-first, white-label, group buying platform. Through this partnership between Tippr and Yahoo!, Belo and all other PoweredByTippr publishers now have the option to promote their own daily deals through Yahoo!'s Local Offers program to reach millions of potential customers.

"Our partnership with Yahoo! means more consumers are getting more deals, and more merchants are getting more customers," said Martin Tobias, founder and chief executive officer of Tippr. "The best part is that any publisher using the PoweredByTippr platform can expose their own branded group buying site to the Yahoo! audience with the proverbial flip of a switch. This is something no other group buying site can offer its partners."

For more information on Tippr's white-label group buying platform, visit [www.PoweredByTippr.com](http://www.PoweredByTippr.com)

## About Tippr

Tippr operates one of the largest group buying sites on the Internet, [Tippr.com](http://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](http://PoweredByTippr.com)<sup>TM</sup> 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](http://www.PoweredByTippr.com). To sign up for daily Tippr.com deals, visit [www.tippr.com](http://www.tippr.com).

## Media Contact

Sean Sundwall  
Barokas Public Relations for Tippr  
[tippr@barokas.com](mailto:tippr@barokas.com)  
206-264-8220