



PoweredByTippr Launches Marketplace to Simplify Daily Deal Exchange

Online Marketplace includes patent pending DealRank technology providing next generation offer targeting and margin optimization

SEATTLE – March 21, 2011 – [PoweredByTippr](#)™, the industry’s first patented, white-label group buying platform, today announced the launch of [PoweredByTippr \(PBT\) Marketplace](#), an online market for merchants, sales agents and publishers to exchange daily deal offers. Through PBT Marketplace, parties can post available deals, search for deals, negotiate pricing, reserve inventory, purchase vouchers, report deal issues, and process payments all from one location; providing a streamlined approach to daily deal offer exchange.

“Publishers know that optimizing the right deal mix for their audience is a key ingredient for success, and we have been helping PoweredByTippr Publishers manually with this task for a long time,” said Tippr CEO, Martin Tobias. “Now we have created an online marketplace with our patent pending, industry leading targeting technology, DealRank, for sales agents and publishers to exchange offers and simplify all of the complex logistics. This allows them to focus on what they do best – aggregating a passionate audience and providing context around the most relevant deals.”

The PBT Marketplace delivers significant technology innovation, deal sourcing and unmatched distribution. The PBT Marketplace is a key building block in the daily deal ecosystem, which allows sales agencies, publishers and deal sites of any size to compete against the national brands’ level of technology, deal sourcing and distribution scale.

The PBT Marketplace is the most advanced technology enabled deal marketplace available today and includes industry firsts, such as Dynamic Offer pricing, DealRank scoring, and [Open Deal Format](#) (ODF) compatibility. While every deal in the Marketplace has a “buy it now” price, there is also a bid/ask process to allow for Dynamic Offer pricing between buyer and seller. This enables true marketplace pricing dynamics, rather than a simple catalog of fixed price offers. DealRank™ is PBT’s patent pending proprietary technology that optimizes which deal a publisher should run against their particular audience at a specific time, in order to maximize relevancy, take rate and margin. DealRank is a predictive algorithm that has been back tested against two years of daily deal data, making it the most accurate predictive score in the industry. The PBT Marketplace is also the first deal marketplace to comply with ODF, the technology specification that provides an industry standard to simplify and streamline the exchange of daily deals.

PoweredByTippr currently employs over 50 small and medium business (SMB) sales agents and has already partnered with sales agencies who employ over 900 SMB sales professionals, all of whom are empowered and trained to sell deals into the PBT Marketplace. PoweredByTippr expects to top 5,000 individual sales agents who are sourcing deals into the PBT Marketplace by the end of the year. On the deal distribution side, publishers who are operating consumer facing deal sites on the PoweredByTippr platform currently reach over 5 million unique audience members a month. By the end of 2011, PoweredByTippr expects this number to grow to over 25 million.

Sales agencies and publishers are identifying the benefits of PBT Marketplace and have already signed on to partner with PoweredByTippr. Leading businesses, including Entertainment Publications, Sysco and DoubleTakeDeals will be among the first to leverage the benefits of PBT Marketplace.

“Entertainment Publications has been a leader in helping people save on everyday things for over 50 years,” said Melissa Fisher, chief marketing officer at Entertainment Publications. “Being a part of the PoweredByTippr Marketplace provides additional value to our customers, as it allows us to expand our offerings to consumers and local businesses alike.”

“As a premium partner to the restaurant industry, Sysco looks forward to being part of the PBT Marketplace and the opportunities associated with daily deals,” said Mike Eng, general manager of HungryPerson.com, a Sysco i-care partner. “Our partnership with the PBT Marketplace is a way for us to extend our value to restaurants desiring additional customers by offering distribution to a wide variety of branded deal sites, managed from a single location.”

“We are excited to participate in the PBT Marketplace to enhance our ability to generate new customers for local merchants,” said Ira Friedman, director of business development for DoubleTakeDeals, the industry's third largest source for originated daily deals. “At the end of the day, our clients desire increased sales and foot traffic in their stores, restaurants, and businesses – and extending our distribution through the PBT Marketplace puts their brand in front of more targeted consumers, plain and simple.”

PoweredByTippr will unveil the PBT Marketplace offering at [Interactive Local Media East](#) (ILM East) from March 21-23, in Boston, Massachusetts. ILM East is an expansion of BIA/Kelsey's Interactive Local Media conference franchise, and is recognized as the definitive event on local digital media.

The PBT Marketplace is available today with select Beta customers. For more information about PBT Marketplace, visit <http://marketplace.poweredbytippr.com>.

About PoweredByTippr

PoweredByTippr™ is the industry's first patented, white-label group buying technology and services platform, providing publishers with robust technology and the full complement of services required to operate a group buying service. The PoweredByTippr platform offers media properties and large web portals a risk-free, turn-key solution, while also creating additional inventory for local and national advertisers. By leveraging PoweredByTippr, publishers can

focus on their core strengths, and significantly reduce their time to market in the group buying category. PoweredByTippr successfully powers its own top-name group buying site, Tippr.com, one of the largest consumer group buying sites on the Internet. PoweredByTippr is headquartered in Seattle, Washington, and is funded by leading venture capital firms including RRE Ventures. For more information, go to www.PoweredByTippr.com.

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