



PoweredByTippr Expands its Group Buying Platform to Offer Publishers Two Levels of Daily Deal Services

PoweredByTippr Pro and PoweredByTippr Enterprise allow publishers to rapidly enter group buying market through premier technology and unmatched service options

SEATTLE – March 16, 2011 –[PoweredByTippr](#)TM, the industry’s first patented, white-label [group buying platform](#), today announced the expansion of its software and services platform by launching PoweredByTippr ProTM (PBT Pro) and PoweredByTippr EnterpriseTM (PBT Enterprise). Both editions share the same highly competitive technology, whereas PBT Enterprise incorporates a full range of personnel services in order to maximize group buying success. The PoweredByTippr platform provides publishers with the deepest branding options and widest array of [configuration options](#) at the most competitive price.

PBT Pro delivers patent-protected, group buying technology that allows publishers to leverage PoweredByTippr’s industry-proven engineering, to operate their own custom-branded daily deal Web sites. PBT Enterprise offers publishers a seamless upgrade path to a more robust version of the PBT platform. It provides the same technology base, but adds in Tippr staffing options such as dedicated account management, creative writing and graphics, production management, on-site sales training, and more. Both solutions allow publishers to maintain the look and feel of their brand and retain ownership of valuable subscriber data.

“Through PBT Pro and PBT Enterprise, we now provide publishers with more options to incorporate the PoweredByTippr platform,” said Tippr CEO Martin Tobias. “PBT Pro is the best value for patented-protected, reliable technology for publishers who want to rapidly enter the group buying market. Additionally, publishers can easily add Tippr’s staffing, expertise, and know-how by leveraging PBT Enterprise.”

PBT Pro incorporates the patented PoweredByTippr software platform to springboard customers into the daily deal sector. Key benefits include:

- Industry-leading technology proven on some of the largest group buying sites
- Access to an existing affiliate network of over 400 participants (to sell more vouchers on day-one than any other platform provider)
- Access to thousands of deals in inventory ready to run (fill your empty days)
- Service Level Agreements (SLA) for performance
- License to large patent portfolio dedicated to group buying
- Optimized experience for mobile devices
- Support for “accelerated deals” (deals that get better as more people buy)
- Priced as a revenue share at 6-10% of Gross Revenue

PBT Enterprise combines the PBT Pro patented software platform in conjunction with a full suite of services. Key benefits include:

- Dedicated Account Management and Launch Management
- Branded Customer Support
- Single Sign On integration
- Production Management
- Sales Training (including onsite)
- API integration
- Custom redemption methods

For more information about PoweredByTippr, PBT Pro and PBT Enterprise, visit www.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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