



TIPPR GROWS SALES FORCE THROUGH DEALPOP ACQUISITION

Publishers on the PoweredByTippr™ Platform Now Have Access to the Largest Dedicated Local and National Sales Force in the Daily Deal White Label Industry

SEATTLE – June 1, 2011 – [Tippr™](#), the premier provider of group buying solutions, today announced the acquisition of WhitePage’s daily deal business, DealPop. Through the acquisition, Tippr gains an experienced sales force with national reach and a technical team with deep expertise in group buying infrastructure technology. This marks the fifth acquisition by Tippr, further cementing the company’s position as the leading white label daily deal platform. Terms of the deal were not announced.

The DealPop acquisition provides PoweredByTippr publishers deeper exposure into a growing number of deals offered by merchants in their local markets, across the United States. PoweredByTippr is the only white label, daily deal platform capable of providing publishers an end-to-end solution including patented technology and sourcing from the largest nationwide sales team in the industry.

“Our growth will continue to be fueled by acquisitions as we look to consolidate our leadership position,” said Martin Tobias, CEO of Tippr. “We were the first company to deliver a complete white label platform for daily deals and we believe our publishing partners now reach a greater audience through the PoweredByTippr platform than all other white label platforms combined. We welcome the DealPop team to the Tippr family and are bullish on the impact this acquisition will have on our publisher’s business.”

“Tippr has done an outstanding job creating technology that enables publishers to interact with their audience in a meaningful way through relevant local offers,” said Alex Algard, WhitePages Founder and CEO. “The acquisition of DealPop strengthens PoweredByTippr’s platform and offers a winning combination for publishers, merchants, and consumers. We attribute Tippr’s success to their ability of helping publishers generate revenue without eroding or forfeiting their brand in the process.”

Current DealPop subscribers will continue to discover great daily deals in their area, but will now start seeing deals promoted by publishers on the PoweredByTippr network as well.

About Tippr

Tippr™ is the premier provider of group buying solutions. PoweredByTippr™, Tippr's white-label platform, is the industry's only patented software and services solution that provides publishers with the robust technology, full suite of services, and extensive network required to power a successful group buying service. Tippr leverages the techniques learned from its own leading deal site, Tippr.com, to optimize the PoweredByTippr platform and power the success of our partners. 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.

Tippr 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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