

## **TIPPR CREATES LARGEST AFFILIATE NETWORK FOR DAILY DEALS AIMED AT HELPING PUBLISHERS GAIN NEW SUBSCRIBERS**

*TIPPR Affiliate Network Boosts Exposure of Merchant Deals Across 1,000 Additional Sites, Increases Revenue Upwards of 15 Percent Exclusively for PoweredByTippr™ Customers*

**SEATTLE – September 22, 2011 – [Tippr™](#), the** premier provider of group buying solutions, today announced it has expanded the TIPPR [Affiliate Network](#), a program aimed at driving incremental sales for publishers using TIPPR’s white-label daily deal platform. TIPPR’s Affiliate Network boosts the exposure of merchant daily deals beyond existing publisher audiences to a network of 1,000 websites around the U.S., including major blogs, deal aggregators, and social media sites.

Unlike costly direct brand building initiatives like national advertising campaigns, TIPPR’s white label platform and extensive Affiliate Network reaches targeted new purchasers and converts them into loyal subscribers at a fraction of the cost. TIPPR’s Affiliate Network serves as a megaphone, broadcasting offers through web sites and applications that reach over 100 million unique visitors per month and helping publishers earn upwards of 15 percent in incremental revenue. The TIPPR platform is currently the only white-label daily deal technology capable of providing publishers with increased offer exposure, free customer acquisition opportunities, technology innovation, deal sourcing and unmatched distribution.

“Group buying is growing up, and we are in an exciting stage of transformation where the white-label model is maturing and publishers using a platform approach are winning,” said TIPPR CEO, Martin Tobias. “TIPPR’s Affiliate Network is the first of many innovations we will be introducing that enables our publishers to succeed in a highly competitive market. In reaching a wider audience, driving increased traffic to their sites, and converting more clicks to sales, the syndication we enable is unprecedented and a great value add to all customers running on the TIPPR platform.”

The value of white-label platforms is bypassing that of the branded, deal only sites, due to the extended offer reach and unique connections with loyal audiences. Holding key advantages over Groupon and its many clones, small publishers and large media companies alike are discovering the technology and distribution advantages of the TIPPR platform to target offers based on the various properties of their brand. Hundreds of publishers currently operating on the TIPPR network, including leading businesses like Belo Corp, FOX and Univision are already leveraging the benefits of TIPPR’s Affiliate Network.

“Tapping into the offer syndication of the Affiliate Network was arguably the easiest and fastest way to enhance our ability to generate new subscribers,” said Kristy Owen of Austin’s popular blog, 365ThingsAustin. “At the end of the day, we want to see our daily deal initiatives result in more visibility, more site traffic and more purchasers – and extending our offers through TIPPR’s Affiliate Network puts Belo’s brand in front of millions of consumers beyond our existing audience, plain and simple.”

TIPPR will promote the Affiliate Network offering at the Daily Deal Summit West from September 22 – 23, in San Francisco, California. Daily Deal Summit West, which follows the sold-out inaugural Daily Deal Summit in NYC last April, is recognized as the premier conference on the future of deal related commerce.

### **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 platform and power the success of its partners. The Tippr platform offers both traditional and new media properties 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](http://www.PoweredByTippr.com).

### **Media Contact**

Catharine Neblett

Barokas Public Relations for Tippr

[tippr@barokas.com](mailto:tippr@barokas.com)

206-264-8220