

## TIPPR ADDS GOOGLE OFFERS TO GROWING LIST OF AFFILIATE PARTNERS FOR WHITE-LABEL DAILY DEAL PLATFORM

**SEATTLE – October 27, 2011 – TIPPR™**, the premier provider of group buying solutions, today announced a partnership with [Google Offers](#) that will leverage Google's trusted brand and extensive reach to expand the distribution of TIPPR deals to new cities, beginning in the San Francisco Bay Area. The Google Offers service, which sends local, personalized deals of the day to subscribers email inboxes, launched in June and has quickly expanded to additional cities nationwide. With this partnership, Google Offers subscribers gain access to deals provided by [TIPPR.com](#).

TIPPR's platform is currently the only white-label daily deal technology capable of providing publishers the broadest exposure through a network of over 1,000 affiliate partners, in addition to technology innovation, deal sourcing and unmatched distribution.

"The expansion of our affiliate network through Google Offers provides merchants with valuable exposure, while giving Google Offers subscribers access to extremely targeted offers," said Martin Tobias, Founder and CEO of TIPPR. "Google Offers has everything it takes to achieve group buying success - a loyal and targeted audience and familiar environment, coupled with enormous industry credibility."

"We launched Google Offers to give people access to great deals and help drive more business to merchants," said Eric Rosenblum, Director of Product Management, Google Offers. "By partnering with TIPPR, we have expanded our collection of offers thus giving subscribers more choice and greater variety for deals in their area."

Merchants featured on TIPPR.com now have the opportunity to easily expand their reach. As the industry's most comprehensive white-label offering, the TIPPR platform provides a streamlined approach for publishers to showcase deals to Google Offers subscribers.

For more information about TIPPR's white label software platform, please visit <http://www.poweredbytippr.com>. To subscribe to Google Offers, please visit, [google.com/offers](http://google.com/offers).

### 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).

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