

FatWallet Press Kit: 2011



FatWallet Background

Corporate Fact Sheet

Background:

Launched by Tim Storm with only a \$100 investment in 1999, FatWallet.com began as a simple one-page listing of coupons from a handful of retailers. Through the creation of an online forum and cash back loyalty program, FatWallet.com has grown a community of savvy shoppers and more than 1,000 of the internet's most popular merchant partners. Today the site has more than 1.5 million registered members and averages more than 150,000 unique visitors each day.

FatWallet has member forums that differentiate the site from other discount shopping online resources because members can participate in the constant flow of information and ideas from the online community. The organization prides itself on having strong mutually beneficial relationships with its members, retail partners and advertisers who use the site for common interest – finding and providing information about the best deals and discounts available online. With the addition of FatWallet's daily Best Coupons and Deals feature, visitors can use the site for both planned and impulse purchases.

The company helps to make its members better consumers by serving as a knowledgeable, leading-edge resource on the Internet. In addition to the online discounts FatWallet features, the company has a Cash Back rewards program where it shares its sales profits from select retailers with its members. To date, it has shared more than \$27 million in Cash Back rewards with members.

Founder/Owner:

After launching FatWallet in 1999, owner and founder Tim Storm actively leads the organization through its constant growth and development, interacting with the online community registered with FatWallet.com. At FatWallet, Tim has developed a creative and supportive corporate culture, following such principles as “When we share, we win!” and “How do we make it remarkable?”

Tim's commitment to protecting consumers' rights is consistently carried out through all areas of the organization. In 2002, Storm set a precedent for online consumers' rights in a face-off with WalMart, when he fought and protected the personal information of FatWallet members.

Despite the business' growth, Storm maintains an active role in making strategic decisions and contributing in the FatWallet forums where he is known by members as “Chief Mucky Muck.” Tim has received the Affiliate Summit Legend Award and under his leadership, FatWallet was honored with the Platinum Publisher, Golden Link and All State awards from Linkshare. Considered a pioneer in the industry of online discount publishing, Storm's expertise has been solicited by such organizations as CBS News, Fox News, MSNBC, the *New York Times Magazine*, National Public Radio and *Oprah Magazine*.

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Corporate Culture:

FatWallet employees are available 24/7 to serve FatWallet's customers and partners. FatWallet employees' creativity and innovation is fostered by a 30,000 square foot facility that hosts a spacious stress releasing recreational area featuring a variety of games, snack bar and seating commons that hosts daily provided lunches and community events. The perks of employment include a fitness room, competitive health incentive programs, as well as monthly and annual team-building activities. Developed on property that was considered an eyesore and an expense for the community, FatWallet's headquarters is a milestone in green building technology, is 99 percent PVC-free and one of the most energy efficient buildings in its region.

Along with taking care of its online community, FatWallet believes in making a difference in the community where its employees work, live and play, through sponsorships of local sports teams, park districts, learning and educational activities and other exciting annual events. The company also established the FatWallet Charitable Foundation that helps to support and fund many location organizations in need of assistance.

FatWallet's working fundamentals are centered around their core values: Balance, Commitment, Change, Passion, Integrity, Fun and Respect. Evidence of fellow Walleeters supporting these values are recognized in daily team huddles, and the truly remarkable stories live in the FatWallet culture as legends that are repeated often.

FatWallet was honored to be ranked nationally as One of the Top 50 Small and Medium Workplaces in America by Great Places To Work® Institute in 2010. The company ranks #20 for small businesses with less than 250 employees. "When we first heard that we were in the running for this award, I took great pride in the attitude presented by the FatWallet employees," stated Tim Storm, FatWallet founder and CEO. "They knew we deserved to be on this list. When I saw that attitude, I knew that we truly had created a great place to work."

FatWallet was selected as a winner for this list by participating in the Great Place to Work® Institute's selection process which includes a survey of FatWallet's employees based on the Trust Index© and a completed questionnaire by FatWallet about programs and company practices. The Great Place to Work® Institute evaluated the company based on five areas: credibility, respect, fairness, pride and camaraderie. The Institute's unique methodology measures the level of trust that exists between employees and management, the pride employees express about the company and the camaraderie employees share.



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Demographics:

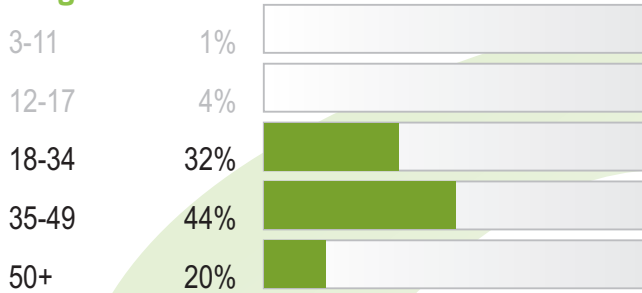
The core site membership is a highly educated group with an elevated interest in technology products and consumables. Approximately 48 percent of FatWallet visitors have some college education and 25 percent have attended graduate school. Age range of site visitors is very consistent with the national average for discount shopping sites with 44 percent from 35-49 year olds. Gender leans towards males at 59 percent, but recent activity supports a growing number of female customer interaction.

FatWallet ranks #380 in the United States for monthly web search traffic (Alexa 2011) and receives an average of 150,000 unique visitors each day (google Analytics 2011).

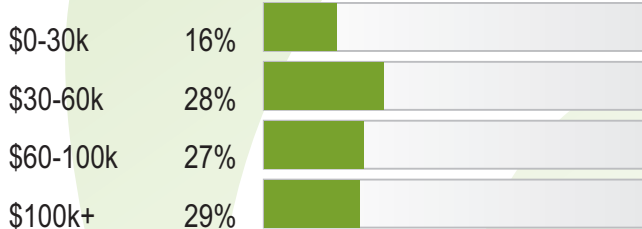
Gender



Age



Income



Education



Geographic

Countries	Uniques
United States	2,445,653
Canada	49,791
United Kingdom	22,329
Australia	8,422
India	8,272

States	Uniques
California	490,019
New York	190,952
Texas	164,881
Florida	123,962
Illinois	113,529

* Data collected by Quantcast 1/10

Editorial Profile

About FatWallet

Launched in 1999 as a one-page simple listing of coupons from a handful of retailers, FatWallet has grown to be the preferred shopping resource for more than 1,000 merchant partners like HP, EBay, Orbitz, Apple and Amazon to publish exclusive offers, online coupons, cash back rewards and product giveaways.

The Growing FatWallet forum Hot Deals, is a unique resource that reflects the evolving online marketplace where consumers have the ability to gather, share and learn about online (and brick and mortar) discounts and coupons in a virtual community. Consumers have the unique opportunity to share and learn about products and services through FatWallet's extensive forum categories. Members provide comments, money-saving tips and reviews for their fellow consumers who are looking to make smart purchases.

FatWallet is regarded as an industry leader in the field of affiliate and pay-for-performance marketing, and is ranked as one of the top 1,000 Internet properties worldwide (Quantcast). Headquartered in Rockton, IL, FatWallet has been featured in national news outlets, including MSNBC, the Wall Street Journal, New York Times, Oprah Magazine and was featured as "site of the week" on the Rachel Ray Show for Black Friday 2009.

HOW FatWallet CAN ASSIST JOURNALISTS:

FatWallet serves as an objective, knowledgeable resource with expertise on the following topics:

- Identifying the latest online consumer trends
- Attracting and engaging consumers in a down economy through savings, giveaways and loyalty programs
- Creating a corporate culture that motivates, attracts, and retains employees
- Establishing and overseeing a corporate foundation
- Evolving a hobby into a successful business (one-person start-up with now more than 54 employees)
- Building consumer relationships through creating, connecting and interacting in an online community
- Increasing customer loyalty through sharing sales profits in cash back rewards programs (More than \$27 million to date)
- Protecting customer information and confidentiality in the online marketplace
- Using online forms and discounts to impact purchasing decisions
- Implementing customers rewards programs
- Providing online holiday shopping and bargain hunting tips
- Building strong, mutually beneficial relationships with advertisers, fellow publishers and providers

Places You May Have Seen FatWallet:

FatWallet has been mentioned and written about by hundreds of journalists and bloggers on a variety of topics. Please visit FatWallet's "In the News" page for links to view recent articles and interviews from these national publications and many more.



At-a-Glance Accomplishments

- 1999 Launches as a one-page web site with a list of coupons for a handful of retailers
- 2000 Introduces Hot Deals forum, giving consumers an opportunity to interact, ask questions and share information on the hottest deals in a bulletin board format with almost 20 categories.
- 2001 Hires first paid employee. Launches Cash Back Rewards Program that shares commission from select retail partners with consumers who complete sales through FatWallet.com
- 2002 Moves to first office. Sets precedent in the protection of online consumers' rights when a group of national retailers, including Wal-Mart, challenge FatWallet to remove Black Friday preview price data and disclose identities of individuals who posted the information. Founded on the principles that customers have rights to share information about retailer pricing, FatWallet fought to protect the members' identities and have the subpoenas withdrawn.
- 2003 Expands headquarters from 1,000 square feet to 4,300 square feet.
Adds 24/7 customer support. Receives the All Star Award from LinkShare.
- 2004 Receives Commission Junction's Horizon Award, LinkShare's Golden Link/Merchant's Choice Award.
- 2005 Relocates headquarters to new 12,000 square foot office.
Receives LinkShare's Golden Link/Merchant's Choice Award.
- 2006 Receives the Wayne Porter Affiliate Marketing Legend Award.
- 2007 Breaks ground for new office in Rockton, IL, a small rural community, and develops land that was previously an eyesore and expense for the town. Completes construction and moves to 30,000 square foot facility that features green technology and employee recreation areas, making it one of the healthiest, most energy efficient buildings in its region.
- 2008 Donates \$30,000 to the Discovery Center Museum and Burpee Museum of Natural History Connecting Our Future Capital campaign in Rockford, IL through the FatWallet Charitable Foundation.
Receives Platinum Publisher Award from LinkShare.
- 2009 Launches new site designed with updated navigation tool, Coupon Search, Today's Top Deals Acknowledged in the "100 Most Useful Websites" list by MSN Money.
Featured as "web site of the week" on the Rachael Ray Show for Black Friday 2009.
- 2010 Tim Storm chosen as one of four finalists for Entrepreneur of 2010 (Entrepreneur Magazine).
Ranked as One of the 50 Best Small and Medium Workplaces in America by Great Places To Work®.
- 2011 Illinois Gov. Quinn signs "Affiliate Nexus Tax" law, forcing relocation to Beloit, Wisconsin.

Executive/Expert Profiles

Tim Storm is the founder, owner and CEO. Tim launched FatWallet in 1999, as a simple one-page listing of coupons from a handful of retailers. An award-winning entrepreneur, he is considered a pioneer in the industry of online discount publishing. Tim is an expert in online community and pay-for-performance marketing strategies. Tim is a visionary in technology; he leads in the strategy of the company, and symbolizes the pulse of the company's core values, especially "fun" and "passion". Whether it's driving by employees on his Segway, going all in on monthly game days or introducing miniature robot dinosaurs that roam the café, Tim bleeds FatWallet.

Ryan Washatka is FatWallet's General Manager. Ryan oversees the day-to-day operations of the company. A graduate of the University of Kansas, Ryan brings to FatWallet 11 years of marketing and management experience. Previously he spent close to 9 years with the Rockford IceHogs Professional Hockey, serving as General Manager/President for the team. Ryan is a huge Kansas Jayhawks fan and best embraces balance by always putting his family first.

Steve Kling, M.S. Ed, CNPA, is Brand Manager overseeing a variety of innovation and marketing functions that affect user experience and conversion. His accountability includes new product development, testing, search optimization and site usability. Steve's commitment for maintaining a healthy lifestyle carries through to the office – you will often see him running by, or in his spare time, barefoot skiing by.

April Kunzelman, PHR, is the Director of Human Resources. She wears many hats, assuming accountability for human resources, workplace culture and facilities maintenance. April has more than 15 years of progressive human resources experience. She has a Bachelor of Science in Business Administrations and obtained certification as a Professional in Human Resources (PHR) in 2006. April is happiest when she is helping employees to be more engaged, focused and fulfilled, and prefers a common-sense approach to traditional business practices. Company integrity starts here.

Media Contact:

Brent Shelton is the media spokesperson and Public Relations Director. He has more than 15 years experience in marketing, advertising and communications in strategic development for web and print. Brent manages the daily communications supporting company branding, media communications, workplace culture and customer acquisition. Brent is a veteran musician and artist (since age of 3) and he brings that passion for creativity to work every day by infusing it into FatWallet's brand and culture.

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