

# 8coupons Media Kit


You post coupons. We bring you customers.

## Top 8 features and benefits of 8coupons.com

- 1. Mobile Coupons!** Cell phone coupons provide your customers with the convenience of having your coupons with them all the time
- 2. On-Demand!** Slow day? Send last minute coupons straight to your customer's cell phone and e-mail whenever you need to - real time
- 3. Total control!** Don't get stuck with a promotion that doesn't work! You can change, edit, delete, or even pause your coupons at anytime
- 4. Track results!** 8coupons provides free coupon statistics that let you know how well your coupons are doing - real time
- 5. Free customized website!** Upload pictures and information onto your business profile and change them whenever you want - 24/7
- 6. Get found in your ZIP code and neighborhood on Google, Yahoo & MSN!** Receive free search engine optimization that help customers find you on the internet
- 7. Hit your sales and business goals!** Increase revenue per customer, attract new customers, keep current customers loyal.....
- 8. Go Green!** 8coupons helps you save money and trees

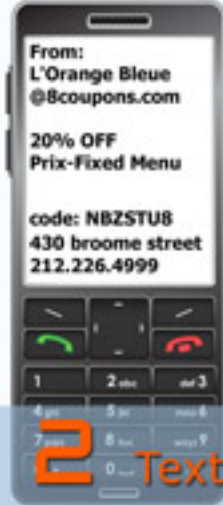
L'Orange Bleue  
(TriBeCa & SoHo)

**20% OFF  
Prix-Fixed Menu**

 text coupon

**1 Post**

Create a coupon instantly on 8coupons.com



**2 Text**

Coupon is automatically sent to phone



**3 Redeem**

Customers show coupon at checkout

**8coupons is the latest way New Yorkers are saving time & money by getting the best up-to-the-minute deals in their neighborhoods for restaurants, bars, beauty & spas, entertainment, shopping, and services delivered straight to their cell phones**

- On demand, real-time promotional platform to distribute last minute offers
- Coupon offers are distributed as soon as it's posted!
- Deals go directly to your customer's cell phone, real time



**Mobile Coupons!** send coupons to your cell phone as a text message and simply show it to redeem

**Total Control!** you decide when and how you want to create, edit, delete, or even pause your coupons

**Coupon Tracker!** free tools that tell you how well your coupon offers are doing

### Multi-distribution Channels

- RSS feeds
- Customizable coupon widgets
- E-mail deal alerts
- Text message deal alerts!
- SEO (Search Engine Optimization)
- Weekly Top 8 Deals Newsletter
- 8coupons blog
- Facebook & MySpace!

### 8coupons Demographics

- 18-35 yrs. that spend heavily on eating out, entertainment, and personal services
- Educated, tech savvy, urban dwellers
- Consumers looking for ways to stretch their NYC buck!

### OCHO LOCO! "Crazy 8" Deals

- Viral marketing campaigns
- Create word of mouth buzz
- Drive brand awareness or renewal
- Introduce a new product or service
- Previous OCHO LOCO examples: 8-cent burgers, 8-cent ice cream, etc.



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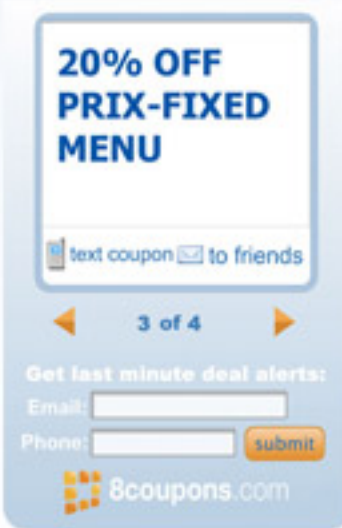
# 8coupons Product Features



**Top 8 Deals:** 8coupons' homepage features the "Top 8" most popular deals that are determined by the coupon's user ratings and feedback



**RSS:** Get 8coupons deals anywhere you want! On-demand RSS feeds give your promotions exposure across the internet so that your customers can see your latest offers as soon as it's posted



**Coupon Widget:** a small 8coupons portal that can be downloaded onto your desktop or website, enabling anyone to access 8coupons deals from anywhere at anytime!

### Facebook:

Get 8coupons deals on Facebook and share with friends



8coupons is designed SEO-friendly to help ready-to-spend consumers find your special offers on prominent search engines like Google, Yahoo, MSN, etc.

### 8coupons in the news



The New York Times



### About 8coupons

8coupons makes it easy for consumers to take advantage of local deals from their neighborhood merchants through online and mobile (text message based) coupons. We provide local merchants an efficient, effective, and affordable way to distribute their promotional offers. Launched on August 8th 2007, 8coupons is headquartered in New York City. For more information, visit [www.8coupons.com](http://www.8coupons.com).