

Global Coupon Announces BC Children's Hospital Foundation As Its First Charity of Choice For Its Online Brand Marketing Platform

GlobalCoupon.com continues to pioneer worldwide socially responsible business model

VANCOUVER, CANADA – July 12, 2012 – Global Coupon Inc., today announced the company has selected British Columbia Children's Hospital Foundation (BCCHF) as its first Charity of Choice for its GlobalCoupon.com platform. In line with its global launch sequence, GlobalCoupon.com will provide BCCHF a percentage of every transaction generated through its platform in addition to offering the organization additional fundraising opportunities within its business membership.

As part of its mission, a percentage of every transaction fee generated from the site will be donated by GlobalCoupon.com to BC Children's Hospital Foundation in Vancouver, Canada. Businesses that register with the platform will also have the option to allocate a portion of their annual business spend on the GlobalCoupon.com platform to many other diverse charitable organizations of choice as well. Once selected, businesses do not contribute donations from their own revenue or sales. But rather, GlobalCoupon.com steps up to the plate and donates the amount from a portion of the fees it would normally collect from the business. This way, if businesses select BC Children's Hospital as their Charity of Choice, Global Coupon will pay twice – first its own corporate donation, and second, the donation appointed on behalf of businesses.

"We're excited to work with our innovative friends at Global Coupon," said Teri Nicholas, president and CEO of BCCHF. "The fact that Global Coupon will enable us to broaden our connections with community-minded individuals and businesses is important to us, as it would be to any charity."

GlobalCoupon.com is a revolutionary global digital marketing platform focused on integrating the world's markets, allowing small producers to compete on the same playing field as major multinationals like never before. With GlobalCoupon.com's scalable model to approach the markets of their choice, companies can conduct innovative brand marketing strategies to expand their reach while maintaining or growing their profit margins, brand equity and brand value. The platform also offers consumers access to unbeatable brand offers on products and services anytime, anywhere.

GlobalCoupon.com is also designed to help empower individuals with industry leading community building and social entrepreneurship programs and tools. Founder Jason Hari aims to enhance lives by fostering business development and trade for those individuals and businesses that want to start a business, intelligently build their brands, and help sustainably grow communities and vibrant economies. Ultimately, GlobalCoupon.com aims to positively affect generational poverty found in both developed and development nations.

"We are very honoured to have BC Children's Hospital Foundation be our first Charity of Choice for GlobalCoupon.com in our home market," said Hari, Founder and CEO of Global Coupon. "Our socially conscious business model is designed to drive business sales, innovate local to global branding, and create value for consumers. It will also make it easier than ever to raise funds for effective and efficient charities and non-profit groups, based upon unbiased, third-party dollar in-dollar out rating criteria. I'm confident that as our platform launches and reaches new levels of growth, the amount of funds we can raise for BCCHF and other chosen charitable organizations is almost limitless. I hope more and more charities and organizations leverage our platform for their own fundraising purposes through their own business networks and constituents."

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About BC Children's Hospital

BC Children's Hospital is the province's only full-service acute-care hospital dedicated to serving close to one million children living in BC and the Yukon. All children who are seriously ill or injured are referred to Children's Hospital and are either treated at the hospital facility in Vancouver or, with consultation from Children's specialists, in their home community. Last year, more than 81,000 children were treated at Children's Hospital. In 2011-12 BC Children's Hospital Foundation received donations from more than 150,000 people and had revenues of \$83 million. Funds raised by the foundation are used to support BC Children's Hospital, Sunny Hill Health Centre for Children and the Child & Family Research Institute. For more information visit www.bcchf.ca and follow @BCCHF on Twitter.



About Global Coupon, Inc.

GlobalCoupon.com is being developed with social entrepreneurship as its core mission. Designed to enhance lives by fostering business, economic development and trade, Founder Jason Hari has developed the GlobalCoupon.com platform to serve individuals and companies that want to start, maintain or expand local, national and international businesses of all types and sizes by intelligently building their brands and growing their sales and profits. In short, the company has engineered a new business ecology and marketplace, which has the necessary scope and breadth to positively affect generational poverty found in both developed and developing nations.

For more information, please visit www.globalcoupon.com and/or follow us at:
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Media Contacts:
Stephen Forgacs
Director, Communications
BC Children's Hospital Foundation
1-604-875-2338
sforgacs@bcchf.ca

Steve H. Kim
Boilingpoint Group
1-604-630-7943
skim@boilingpointgroup.com