



## ATTENTION BUSINESS, COMMUNITY AND HUMAN INTEREST EDITORS

### FOR IMMEDIATE RELEASE

#### **Global Coupon Launches Worldwide 'Social City' Campaign; Builds Anticipation Ahead Of Global Launch At ad:tech London**

*Campaign kicks off with LA-based Recessionista.com; next up Hong Kong, New York, London, Sydney and Vancouver to Follow*

**VANCOUVER, CANADA – September 6, 2012** – Global Coupon Inc., a revolutionary global digital brand marketing and brand advertising platform that brings together consumers, businesses, individual entrepreneurs, community groups and organizations into a single purpose-built online community, today announced the successful launch of its 'Social City' campaign in Los Angeles. As part of the 'Social City' campaign, Global Coupon runs a promotion with a leading blogger from a major city across the globe every two-weeks to create awareness for its commercial enterprise and social entrepreneurship mission leading up to its worldwide launch at ad:tech London on September 19 and 20, 2012.

"With the launch of Global Coupon just around the corner, we want to show people how we aim to differentiate, provide leadership and solve the real challenges facing consumers and businesses of all sizes around the world," states Jason Hari, Founder and President of Global Coupon, Inc. "Our partnership with key influencers and leading bloggers such as the recessionista.com (Los Angeles, CA) and hkfashiongeek.com (Hong Kong) will help to raise awareness for the principles of social entrepreneurship, community building and individual empowerment while subscribers have fun with various giveaways."

With the initial 'Social City' campaign with the popular recessionista.com now complete, one of its many US-based readers received an Apple iPad and Kate Spade purse (Total value: \$800) for her participation. The 'Social City' campaign is currently being run in Hong Kong on the hkfashiongeek.com blog and targets audiences in East and Southeast Asia. The campaign will launch in a new city every two weeks leading up to Global Coupon's worldwide release at ad:tech London and beyond. Future cities include but are not limited to New York, Sydney, London, Seoul and Vancouver.

"It is our goal to provide a much more tangible and effective platform for mass consumers and mass businesses around the world to drive social change in this new era of globalized digital connectivity," added Hari. "With our global community continuing to grow, I look forward to showcasing our dynamic platform, which combines socially responsible business practices with next generation digital brand marketing, advertising, and brand awareness tools to the industry. We look forward to sharing our platform with leading marketers and brand strategists at ad:tech London."

Global Coupon is a revolutionary global digital marketing platform focused on integrating the world's markets, allowing small businesses to compete on the same playing field as major multinationals like never before. With Global Coupon's scalable model to approach the markets of their choice, companies can conduct innovative brand marketing strategies to expand their reach and achieve sales conversion, 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.

Please visit [www.globalcoupon.com](http://www.globalcoupon.com) to learn more about the next cities planned for the 'Social City' campaign and how one can enter. For each city campaign, one lucky registrant is randomly selected to receive an Apple iPad and a designer purse.

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#### **About Global Coupon, Inc.**

Global Coupon 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 Global Coupon 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.



Join us at ad:tech London, September 19 and 20, 2012, booth #233.

For more information, please visit [www.globalcoupon.com](http://www.globalcoupon.com) and/or follow us at:  
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