

Global Coupon takes on Google Adwords, Facebook Ads, and Groupon

Launch of global digital marketing platform aims to change how businesses conduct digital brand advertising strategies and campaigns

VANCOUVER, CANADA – September 17, 2012 – Global Coupon Inc., a revolutionary digital brand offers and brand advertising platform that brings together consumers, businesses, individual entrepreneurs and community organizations into a single purpose-built online community, is set to unveil the first phase sequential launch of its new platform at ad:tech London on September 19 and 20, 2012, with plans to displace digital heavyweights Facebook Ads, Google Adwords, and Groupon.

Designed to solve the real business challenges of creating brand awareness, extending market reach and decreasing profit margins facing businesses of all sizes, Global Coupon provides a dynamic marketing solution that integrates bid advertising, brand listings, long-term branding, and advertising outreach into a single platform. The platform is the first to apply multiple channel branding and advertising for everyday, mainstream products, services, and professional services for both consumers and businesses creating a much needed profit-first model in the unsustainable multi-billion dollar daily deal and brand offers marketing industry that is led by Groupon.

"The fundamental requirements for organizations and business are changing in our digital world. Global Coupon is the first to solve the marketing problems faced by SMBs, major brands and international businesses with their market activities," according to Jason Hari, Global Coupon's CEO and Founder. "We have developed a full circle business generation solution that enables the seamless integration of digital marketing with more traditional bricks and mortar strategies to help companies reach targeted audiences, influence purchase behaviour and drive profitable sales conversion while achieving strong brand resonance in today's cluttered media world."

The Global Coupon platform levels the playing field for businesses of all types, helping them to achieve vital brand presence and conduct promotional activities in their chosen markets. As a purpose-built platform for businesses to increase brand awareness and market reach based on demographic and geographic profiles, Global Coupon offers a significant alternative for business and agency marketers who are looking for real sales conversion and a stronger long-term return on investment than both Google Adwords and Facebook ad strategies. Unlike the current goliaths in the marketplace, Global Coupon offers relevant, cost-effective brand marketing and brand advertising campaigns to targeted local, national and international consumers and business customers with set fees and parameters that provide real business solutions and cost certainty.

Global Coupon Tools and Features

Some of the innovations that Global Coupon brings to businesses and agencies include:

- Multi-channel branding for businesses and agencies
- Brand offers/incentive distribution and promotion
- Bid My Deal and Bid My Advertising functionality to reach consumer and business prospects quickly, easily and at market bid based rates
- Self directed campaigns for brand advertising
- Powerful dashboard and analytics
- Long term branding and brand advertising for businesses in local, national and international emerging markets
- Unique business to business brand offers and brand advertising model
- Powerful inbound and outbound marketing solutions
- Multi-platform engagement including digital brand marketing, social media, web-based to mobile and bricks and mortar
- No IT required in most cases
- Affiliate income earning model to empower individuals, businesses, social causes

"While there are existing digital services that offer the ability to drive traffic or generate new revenue streams, most of these solutions are not designed from the ground up with both businesses' and consumers' needs as its focal point," added Hari. "Our platform is based on the need to expand brand reach while driving profitable sales and loyalty to everyday products and services in a sustainable manner with ad spends that are less than traditional and non-traditional forms of advertising."



Availability and Pricing

Global Coupon will be available at www.globalcoupon.com on September 19, 2012. Global Coupon is offered as a subscription and member-based platform for businesses looking to extend brand reach and brand resonance on a global scale. Rates are based upon brand reach and population of local to global target cities, ranging from \$100 to \$750 per city per month. Consumers and businesses have the option for paid membership, as well as an all access card for additional volume discounts on everyday products and services from participating businesses. Consumers and businesses can sign up for a free subscription. Affiliates must register as a member prior to earning income from business spend volumes generated within its network.

- 30 -

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.

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

For more information, please visit www.globalcoupon.com and/or follow us at:
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- 30 -

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