



Information Sheet (The 4 W's)

What

Rather-Be-Shopping.com is a free online coupon service that aggregates and organizes coupons and deals to over 500 national retailers. Online partnerships include popular names like Dell, JCPenney, Eddie Bauer, Target, Wal-Mart, Kohl's, Sears, and Office Max. Rather-Be-Shopping.com saves consumers money and allows retailers a cost effective way to acquire sales and new customers. Coupons are updated several times daily with new offers and popular features include 'Coupons of the Day' and 'Deal of the Week'. Income for Rather-Be-Shopping.com is generated through a commission structure in which listed retailers pay anywhere from 2% to 20% of total sales made through outgoing links on the website.

Rather-Be-Shopping.com also features an interactive blog (<http://www.rather-be-shopping.com/blog/>) that discusses not only great online coupons, but frugal living tips and personal finance advice for families on a tight budget. As a father of 3 young children, the website founder, and his wife (a stay at home mom), offer practical advice for making your paycheck go as far as possible every month.

Who

Rather-Be-Shopping.com was founded by Kyle James in December 2000. The idea for the money saving website came after an expensive Internet shopping experience in which he discovered the existence of online coupons. James, 34, earned his Bachelor's Degree in Business Administration from Saint Mary's College of California in 1996, and subsequently received his MBA from National University, with a specialization in e-Commerce.

Why

The goal of the Rather-Be-Shopping.com is to help online shoppers save money and in the process generate revenue. James tries to distinguish himself from his competition by providing excellent customer service and going beyond the call of duty. He prides himself in answering every email he receives from people seeking help using coupons or looking for a particular coupon.

Where

Kyle James lives in Redding, California, and operates the website from his home office.

Media Contact

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Fun Facts

- Rather-Be-Shopping.com has been mentioned on MSNBC.com, The Detroit Free Press, Washington Post Holiday Shopping Guide, Cool Site of the Day.com, and WebBound Magazine (2002 Summer Edition).
- Kyle James currently writes weekly or monthly features about online coupons and money saving advice for 10 different blogs and websites.
- Subscription to the virtual 'Coupon Newsletter' continues to grow each month and currently has a readership of over 1600 subscribers.
- In 2007, Rather-Be-Shopping.com helped to generate over \$4 million in online sales.

Testimonials

- "Thanks for the quick response and awesome code! It worked the first time without any problems. I keep reading about you on all these blogs - they say over and over again to check you out because you are the master at coupon codes and you take questions/help people - didn't really believe them - should have and I am glad I gave it a shot. I spent hours and come up with nothing. I will recommend you highly to all. Thanks again for your help - saved me \$16-17." – **From Rebecca**
- "My name is John; I was looking for Coupons on the internet and stumbled into your site. It is very helpful to have Coupons aggregated here at one location and therefore a great service to consumers." – **From John**
- "Your site rocks! I have emailed it to my entire family and all my friends. Who needs to buy something for full price anyways. I have saved \$120 so far on my Christmas shopping through your links!!!! That makes this Santa very, very happy." – **From Sandy**
- "I just happened upon your website today and already I've used four of your coupon/special offer codes while shopping. Thank you, thank you, thank you!! I saved money, got free shipping and free products. Today must have been my lucky day. Five stars for your fantastic website. Please keep up your good work and again, many thanks." – **From Beverly**

Thanks for reading and please visit <http://www.rather-be-shopping.com> for even more information.