



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 850 national retailers. Online partnerships include popular names like Dell, Lands' End, Eddie Bauer, Best Buy, 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.

Popular website features include free 'Coupon Alerts' which allow users to register for free and pick their favorite stores and shopping categories and receive alerts via email when coupons are added to the database that fit their criteria. Another popular feature is the new [Rather-Be-Shopping coupon app](#) for the iPhone and iPad. Users can now redeem online coupons as well as in-store coupons directly from their smartphone.

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, 39, 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 featured on Good Morning America, FOX News, The New York Times, Reader's Digest, and Woman's World to name a few publications.
- Kyle James currently writes weekly feature for the U.S. News & World Report Money blog.
- Subscription to the virtual 'Coupon Newsletter' continues to grow each month and currently has a readership of over 15,000 subscribers.
- In 2013, Rather-Be-Shopping.com helped to generate over \$4 million in online sales for the retailers listed on the website and iPhone app.
- Rather-Be-Shopping effectively uses social media to interact with users and provide content. Currently, Rather-Be-Shopping has over 14,000 followers on Facebook and Twitter.

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 further information.