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OfferLounge Launches New Self-Service Platform Allowing Businesses to Create and Distribute Promotional Offers

San Francisco, CA – September 9, 2008 – OfferLounge, a participant in the Techcrunch50 Conference, today launched its new platform allowing businesses the ability to create and distribute promotional offers directly to consumers on their iPhones.

Using OfferLounge's self-service system, any business can create and distribute timely offers to consumers on the go without the need to learn complicated set-ups, understand difficult technology or work with a salesperson. Best of all, OfferLounge is free to use.

"Businesses need a way to deliver timely and relevant offers to consumers on-the-go," said Joe Lima, CEO of OfferLounge in Dania Beach, Florida. "OfferLounge allows a business to create a promotional offer in minutes which is immediately made available to consumers on their iPhones. A restaurant can create an exclusive lunch offer at 11 am and distribute it to OfferLounge members by 11:05 am."

Consumers no longer need to scour the Internet for promotional offers or remember to clip and carry coupons with them in order to take advantage of discounts from their favorite businesses. Instead, promotional offers from the businesses they like arrive directly on their iPhones. Redeeming an offer is as simple as showing the offer displayed on their iPhone screen.

Highlights of OfferLounge include:

- Self-service promotion generation and instant distribution
- Creation of exclusive promotions for loyal customers, promotions for specific days/times, multiple locations and variable redemption frequencies
- Instant paperless redemption of promotions via mobile phone
- Location specific promotion search functionality

About OfferLounge

Founded in 2008, OfferLounge was conceived by Joe Lima while on a business trip. Needing to book a last minute trip on-line from his hotel room, Joe remembered that sitting on his desk back home was an exclusive coupon from American Airlines for 20% off his next booking. Frustrated by the fact that he could have saved \$200 instantly if he had the coupon in hand, Joe devised the concept to allow businesses to create and consumers to access relevant offers on their iPhones.

About TechCrunch50

Founded in 2007 by leading technology blog TechCrunch and entrepreneur Jason Calacanis, the TechCrunch50 conference provides a platform for early-stage, and frequently unfunded, companies to launch for the first time to the technology industry's most influential venture capitalists, corporations, angel investors, fellow entrepreneurs

and the international media. Companies are selected to participate exclusively on merit. TechCrunch50 is supported by corporate sponsors Google, Microsoft, MySpace, Salesforce, MSN Money, Symantec, Thomson Reuters and Yahoo!, as well as venture capital firms including Sequoia Capital, Mayfield Fund, Clearstone Venture Partners, Charles River Ventures, Founders Fund, Perkins Coie and Fenwick & West.

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