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For immediate release

New Australian website helps consumers get what they are entitled to this Christmas.

Shoppers can get the most out of their Christmas and New Year shopping thanks to a new website that launched today.

Perkler.com lets shoppers list all of their loyalty and rewards cards in one place online so they can learn about everything they are entitled to, before heading out on their shopping adventures.

Australians' wallets are full of loyalty and rewards cards that they don't use properly. Perkler™ brings the information about all of those cards together so shoppers can search all of them at once. It even links them to specific retail locations so they know where to get the perk.

"Loyalty programs can have a bad name, but if people were aware of what they were entitled to they could be saving a lot this Christmas and that's important in tough economic times," Perkler™ CEO Dan Bisa said.

"Some loyalty programs give you a welcome voucher just for joining. Imagine joining up and getting a \$25 voucher for a store you were going to shop at anyway! At Perkler™ you can find all of this out before you head into the shops."

"Search for a brand you love or item you were thinking of buying for Christmas and you'll be surprised what you can pick up. Instead of holding on to those frequent flyer points – why wouldn't you use them to get yourself a coffee machine or gifts for friends."

"Even getting your fifth coffee free is estimated to save you over \$300 per year. At Perkler™ we let you keep track of every program, from your smallest local to the biggest global retailers for just this reason," Mr Bisa said.

As well as having a database containing over 500 programs and 150,000 rewards, Perkler™ is an online community that lets people share their thoughts on programs and rate them – to help out other shoppers.

Best of all, Perkler™ is free for shoppers to use.

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