

UNDER EMBARGO until 00:01 on Friday 14th August 2009



MEDIA RELEASE

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PERK UP WITH UNIQUE NEW LOYALTY PROGRAM COMMUNITY

It is a situation familiar to many Australians – a wallet full of loyalty cards but rarely using them to clock up rewards or redeem perks. According to recent research, 82% of Aussies are members of loyalty programs but the average family misses out on a whopping \$4,000 every year by not claiming their rewards. That's why a team of loyalty experts have developed Perkler.com (www.perkler.com), a unique new online community that allows people to organise all their loyalty programs in one place, making it easier to receive perks, earn points and ultimately save money.

Perkler.com is the world's largest loyalty program community, with over 1,800 programs and 280,000 individual perks listed on the site – a figure that is growing by the day. From airline frequent flyer programs and restaurant discounts to retailer rewards and free coffees at your local cafe, the site provides information on perks from both national and local companies including Qantas, Coles, Myer, KFC and Cinebuzz, to name just a few.

The revolutionary site means it is the first time consumers can keep track of ALL their programs in one virtual wallet to stay on top of the latest discounts and rewards. Members can even receive tailored updates on perks that match their interests and location – reducing the noise they receive through their inbox and reminding them of offers they might have forgotten.

The Perkler.com community is made up of savvy shoppers, brand lovers, loyalty program experts and everyday people who simply want to save money. It's free to join and members can talk to other members about the newest and best perks as well as search for new programs based on their likes and location, for example where to get the best coffee discount in Bondi or the best boutique offer in Melbourne. The site tells consumers everything they need to know about a particular loyalty or reward program and contains ratings, reviews and a run-down on the perks you can get from each one.

Not only can users save money, they can also find their favourite brands hidden in programs they would never have expected. Whether it's a gift voucher in a points program or a discount from a car insurance company, Perkler.com can uncover some amazing perks from the world's top brands.

Developed by two Canberra friends, Dan Bisa and Justin Barrie, with successful business careers of their own, the idea for Perkler.com was stumbled upon on a business trip when Barrie realised just how many potential offers and discounts he was missing out on because the market was so difficult to navigate. "It was only after I took a step back and thought about the thousands of retailers that offer perks to their customers, I realised there are so many offers that most people aren't even aware they're entitled to," says Barrie.

“In the current economic climate, saving money is top of mind for thousands of Aussies. Perkler.com aims to make it easier for people to do just that by giving them a platform to keep track of the perks they can get from different loyalty programs. We want to create a nation of Perklers – savvy shoppers that love saving money through the thousands of perks offered by different companies and brands!”

Feeling perky? Then what are you waiting for?! Whether you're a mum looking for bargains for the kids, a brand lover, gadget geek or senior about to head out on holiday, check out Perkler.com now to find out what savings you could be making. For more information visit www.perkler.com

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