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## MEDIA RELEASE

### **Perkler named loyalty provider for Lasoo.com.au**

Perkler, Australia's largest online directory of loyalty and awards content, has joined forces with Lasoo, Australia's leading pre-shopping search engine, to deliver loyalty and awards information directly to consumers.

This announcement means Lasooers (lasoo.com.au users) can now see relevant and timely information from Perkler's comprehensive directory of Australia's membership reward and loyalty program information – including current deals on offer and 'perks' available – when researching what to buy and where to buy it on Lasoo.

With Perkler's extensive repository of loyalty program information integrated with the powerful pre-shopping search functionality on Lasoo.com.au, users will have a fuller picture about what loyalty entitlements and extra value they could receive, so they can make more rewarding purchasing decisions.

Daniel Salter, Lasoo Commercial Director said "Shoppers use Lasoo to save time, find the products they want and enjoy their shopping experience more. This partnership with Australia's loyalty leaders, Perkler will enhance this experience. We think this unique search capability will be very valuable for Lasoo users."

"People join loyalty and rewards programs because they like to be rewarded. We believe shoppers should be able to see what loyalty entitlements are on offer while they are researching online before they buy, so together, Perkler and Lasoo are making this possible," said Perkler Co-Founder Justin Barrie.

This new feature is live on lasoo.com.au from December 1, 2011, just in time for Christmas.

- Ends -

### **About Perkler**

Perkler is the largest online loyalty program directory with over 1,700 loyalty programs and 150,000 perks. Perkler launched online in 2008 and has since been covered on A Current Affair, Kerri-Anne, 9am with David and Kim, and throughout all major Australian newspapers.

Perkler for iPhone launched on the iTunes app store in September 2011 with over 10,000 perks from 700 of Australia's leading retailers throughout more than 300 of Australia's premier shopping malls.

Perkler has been proudly assisted by Business and Industry Development. ACT Government.

## **About Lasoo**

Lasoo was established in 2007, and strives to be Australia's leading online destination for smarter shopping by providing a single platform to search, sort and what to buy where.

With the latest offers from Australia's leading retailers, Lasoo endeavours to empower the Australian shoppers with all the information they need to make better shopping decisions before they even step into a store.

Lasoo is a division of Salmat Ltd (SLM), a top 300 ASX-listed business.

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