Australian Startup launches â€˜Not Another F*cking Couponâ€™, quickly gains cult following.

Melbourne, Victoria, Australia 28/09/2011 - FOR IMMEDIATE RELEASE - New Daily Deals Aggregator

Australianonline startup Not Another Coupon haslaunched its flagship website www.notanotherfuckingcoupon.com.au, exploding on the group buying scene as a viral phenomenonin only a few short weeks.

Not Another Fucking Coupon(orNAFC) showcasesgroup coupons from more than 10 of Australias most well-known daily deals sites,including Spreets, Deals.com.au and Jigocity.Creating its own humour-infused custom written content to appear beforeeach deal, NAFC has a strategic comedic edge over its competitors.

NAFC is based on the premise of the brand-trust nexus betweenconsumers and products in an online context. It is statistically probable thatusers who laugh at content will like a website. These users who like thewebsite are more probable to create a positive relationship with the website.Finally, creating positive relationships with the website makes users morelikely to buy products from the site.[1]

Not Another Fucking Coupon is the brainchild of 22-year old entrepreneur and university student Wesley Wise.

Groupbuying sites have all been purely about the best deal, the product. The problemis that consumers dont really care which site they buy from because they allhave similar products. NAFC is aboutmashing online group buying with an entertainment experience.MrWise explains.When peopleunder 30 go shopping, we dont just go to buy our stuff and leave. We shop inpart to have a good time. We want to be entertained and social with our friends.
People dontjust visit NAFC to buy coupons - they visit to laugh and have fun.

While theuse of explicit language is inherent to the website, recent empirical studiesand commercial experiences demonstrate that obscenity no longer has a serious hamperingeffect on speaker credibility.[2]In fact, swearing is proving to be a real plus for any brand looking to quicklybuild a community. The wild success of the book Go The F*ck To Sleep by AdamMansbach, the Number 1 New York Times Bestseller, is a testament to the growingacceptance of carefully targeted expletive use in the retail and commercialspheres.

NAFC is already a socialgathering point for Gen-Y to voice itself and be heard as a force in onlinebargain shopping. A vibrant community has grown since the recent launch (Seetheir Facebook & Twitter here).

A mobileversion of the site is soon to be released.

For furtherinformation, please contact:

Frances Goh

Not Another Coupon Public Relations

Phone: +61 (3) 9018 5612
Email: frances@notanothercoupon.com

About Not Another Coupon

Not AnotherCoupon is an Australian based, globally focused market leader in the businessof brand marketing, social engagement and online media

content.

Its market analyses show that there is a higher rate of users that make apurchase when influenced and encouraged by a brand - the new social mediumphenomena relies on brands of trust to sell brands of products. Not AnotherCoupon creates these trusted brands that form communities.

NotAnother Coupons flagship social community is Not Another Fucking Coupon(NAFC).

Its socialgathering points are on Facebook & Twitter .

[1] Park, C-H & Kim, Y-G. (2003). Identifying keyfactors affecting consumer purchase behaviour in an online shopping context inInternational Journal of Retail & Distribution Management. MCB UP Limited. 31 (1), 16-29

[2] Reference: Scherer, C.R. & Sagarin, B.J. (2006).Indecent Influence: The positive effects of obscenity on persuasion in SocialInfluence, Psychology Press Ltd: Northern Illinois University, 1 (2),138-146

Contacts

Frances Goh, Public Relations
+61 (3) 9018 5612
mailto: frances@notanothercoupon.com
Wesley Wise, CEO
+61 405 473 455
mailto: wesley@notanothercoupon.com