Australian Startup launches â€~Not Another F*cking Coupon', 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 Australia's 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 that users 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 don't 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 don't 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 don'tjust 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.

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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 Coupon's 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).&Isquo;Indecent Influence: The positive effects of obscenity on persuasion' in SocialInfluence, Psychology Press Ltd: Northern Illinois University, 1 (2),138-146

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