Man up this weekend with Scoopon

Weekend of amazing deals just for men

25 May 2012, Melbourne, Australia: There comes a time in a mans life when you need to punch the pressure release-valve and let loose. Look no further than the mancation, a mini-vacation away from the wives, girlfriends and conquests. A time to catch up with the lads, throw yourself full throttle into lifes adventures and blow off some steam.

Now, thanks to Scoopon, a mancation is just a click away, with its latest Man-up promotion offering blokes a weekend of amazing deals to re-energize, refresh and blow off some steam.

How about spending a weekend with the boys beer tasting, joy riding a Porche or heading off the beaten track to go fishing. Let the food and drink flow freely ($2 pints, beer and cider delivered, all you can eat pizza, sticky rib pork ribs) and with it endless rounds of golf, challenges and tall stories, for a weekend away with the boys.

Those are just some of the amazing experiences that will be on offer from noon Friday 25 May.

A first for the Australian group buying market, Jon Beros, general manager at Scoopon said it was time to give something back to the blokes who are under-represented in the deals generally available on group buying sites.

Men love a bargain too, and we thought it was time to re-address the balance and introduce something new and exciting to the group buying space a mancation! An opportunity for men to escape the clutches of their daily responsibilities, giving them time to regenerate and have a bloody good time!

The Man up promotion is yet another example of Scoopons commitment to innovation, and bringing new and exciting deals to its customers. Scoopon was the first group-buying site to partner with a national fast food outlet with its record breaking Hungry Jacks $2 meal deal, which saw 675,000 vouchers sold in 48 hours.

We want to be the clear market leader in lifestyle experiences and to do that we need to ensure we are leading the way with innovative and above all fun promotions that everyone can enjoy. Targeted promotions such as these allow us to build a unique campaign for this under represented segment of the market, and help us to widen our appeal to a new audience, said Beros.

For more information about Scoopon Man up promotion visit www.scoopon.com.au

The Man up promotion starts noon Friday 25 May and runs to noon Monday 28 May.

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Media enquiries:

Melissa Shawyer: +61 412 066 048 melissa@prgroup.com.au

About Scoopon

Scoopon has helped over 2 million Australians live life for less, with amazing daily deals on lifestyle experiences and products. Founded by brothers Gabby and Hezi Leibovich in 2010, Scoopon is part of the CatchOfTheDay ecommerce group, which includes Australias number 1 online department store, catchoftheday.com.au, grocery site groceryrun.com.au and wine deals with Vinomofo.com. The group boasts a combined membership base of more than 2 million shoppers and receives over 150,000 visitors to its sites every day.

In June 2011 the group received $80 million in funding from a consortium of investors comprising James Packers Consolidated Press Holdings,

international investment firm Tiger Global and Andrew Basset from Seek, cementing its position as the leading ecommerce group in Australia.

Scoopon and its related business are headquartered in Melbourne, Australia, and employ over 300 people.

For more information visit:
www.scoopon.com.au
www.catchoftheday.com.au
www.groceryrun.com.au
www.vinomofo.com