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CouponMob Retains PReturn for Public Relations Services

Chicago-based PR firm to support fast-growing, comprehensive coupon and group deal portal

CHICAGO – April 14, 2011 – [PReturn Inc. \(www.preturn.com\)](http://www.preturn.com) a full-service public relations agency specializing in traditional and online media relations, content creation, and thought leadership programs, today announced that [CouponMob \(www.couponmob.com\)](http://www.couponmob.com), a comprehensive savings portal for everyday consumer purchases, has retained PReturn to direct and execute its U.S. public relations program to promote the company's online deal service for merchants and consumers.

“Since CouponMob's creation in 2010, the company has experienced tremendous growth,” said Mike Cashion, president of CouponMob. “PReturn has a proven track record of success working with online performance marketing companies. They know our business and the media landscape very well.”

CouponMob's public relations program includes media relations and thought leadership efforts to increase the visibility of CouponMob and its leadership among merchants and U.S. consumers. PReturn will also provide consulting, editorial message development and media training.

About CouponMob

[CouponMob](http://www.couponmob.com) connects consumers with trusted local and national merchants to help them easily save money and earn rewards on everyday purchases. With savings opportunities that include local goods, services and dining; apparel; electronics; and groceries from only trusted brands, CouponMob offers a flexible, simple and comprehensive resource that rewards its members for every dollar spent. Based in Chicago and owned by [Flypaper Media Holdings, LLC](http://www.flypapermedia.com), CouponMob boasts a growing team, many of whom have worked in online couponing since the 1990s, and leverages the resources and operational flexibility offered by its parent company. For more information, visit www.couponmob.com.

About PReturn

With a history rooted in accountable media relations, PReturn creates and executes cost effective, strategic public relations programs. PReturn taps the authoritative benefits of editorial media while communicating directly with important audiences through social media, marketing communications and other direct channels to raise awareness, create thought leadership and build buzz. PReturn's approach evolves with the rapidly changing media landscape. Clients appreciate PReturn's tenacious approach to media relations, commitment to quality in execution and full suite of complementary services, including message development and media training. Clients include [AdGooroo](http://www.adgooroo.com), [Care Communications](http://www.carecommunications.com), [eRenalMD](http://www.renalmd.com), [ROI Research](http://www.roiresearch.com) and [Performics](http://www.performics.com). Learn more at www.preturn.com.

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