



Eight UK Cities to Benefit from Groupola.com, Promising Up to 90% Off Retail Price

Using the power of group-buying, a revolutionary new UK website launches Wednesday 24th which promises to help Brits save huge amounts of money.

London, United Kingdom, February 26, 2010 --([PR.com](#))-- www.Groupola.com promises users up to 90% off the price of the best things to do, see, eat and buy across the UK.

Groupola.com works because of "group buying power," a new-to-the-UK way to save money, that will give users the ability to save money on restaurants, spa days, beauty and hairdressing, experience days, sport and leisure activities, theatre, concerts and much more.

Here's how it works:

- 1) Every day, Groupola.com will feature a fantastic deal in each of the eight cities it is launching in. The deals will occasionally be national in terms of reach, but predominantly regional and city-specific, to really harness the community saving aspect
- 2) If enough people commit to the deal, the company offering it will honour the deal, which will be anything from 50-90% off full price

The website is offering huge exclusive discounts to people in eight cities across the UK, namely London, Birmingham, Liverpool, Manchester, Brighton, Bristol, Cardiff and Edinburgh.

Groupola.com has partnered with Virgin Balloon Flights to offer users more than 50% off a four hour hot-air balloon experience, including a Champagne toast and merchandise including Sir Richard Branson's "Losing My Virginitiy" autobiography.

Virgin Balloon Flights would normally cost £299 each - but with Groupola.com's Group Buying Power, as long as 25 people commit to the deal, consumers pay just £149. If less than 25 people commit, the deal does not go ahead, and no money passes hands.

The website is the brainchild of retail expert Mark Pearson, whose discount voucher code website www.MyVoucherCodes.co.uk is the leading discount site in the UK. More than 11 million people currently use MyVoucherCodes.co.uk to save money every single month, with Brits saving £52m throughout 2009 alone thanks to the online and printable discounts available through the site.

Eve Ashwell, Digital Marketing spokesperson for Virgin Balloon Flights said,

“Virgin Balloon Flights are thrilled to be working with Groupola on what promises to be a hugely successful venture. We're really excited about the launch of this new concept site, particularly due to our previous experience of working with My Voucher Codes - a site who's success story needs no



introduction.

“We've chosen Groupola as our official partner of choice to promote our fantastic better than half price Inspiration Package hot air ballooning experience and look forward to being part of this very exciting project.”

Mark Pearson, Managing Director of www.Groupola.com had the following to say,

“MyVoucherCodes saves UK consumers literally millions of pounds a year, and Groupola.com aims to do the same.

“Groupola.com is a great way to find great things to do at a great price. We're extremely excited to be able to launch at such a key time economically - the worst parts of the recession are still fresh in people's minds, and we want to promote the message: why spend more than you have to?”

“The fantastic discounts can only be unlocked once enough people have committed to the deal. I truly believe this concept will go a step further in harnessing the viral power of social media and email in the UK, where I foresee people using Facebook and Twitter to tell friends and followers about the savings they could be making every day, to ensure the 'group' can collectively benefit from the unique deals the retailers are offering.”

He continued,

“‘Group buying power' will be the discount buzz phrase for 2010.”

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For more information, please contact Shannon Haigh, 10 Yetis Public Relations Agency on 01452 348 211 or shannon@10yetis.co.uk

Editors Notes

Overnight, Groupola.com will become the biggest Group Buying Power website in the UK.

Groupola.com operates in 8 of the largest cities across the UK, including London, Birmingham, Liverpool, Manchester, Brighton, Bristol, Cardiff and Edinburgh.

Mark Pearson, MD of MyVoucherCodes is a regular media contributor regarding online shopping and the credit crunch. At 29 his personal worth is more than £30 million. Mark was previously a trainee chef working for Gordon Ramsay at Claridges, London.

MyVoucherCodes has had sales exceeding £481m in the last year.



Consumer savings on online shopping via MyVoucherCodes.co.uk up from £28m in 2008 to £52m in 2009.



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