

## Coupons and Advertising Go High-Tech

### Thanks to Niagara's Newest Online Business,



THOROLD – April 6, 2010 – Niagara's newest business venture is a unique online coupon and advertising site that lets consumers save money while allowing businesses to build on their bottom line.

JoeSaver.com will be launched April 17<sup>th</sup> at Merrittville Speedway's Opening Weekend Test and Tune Event. We are thrilled to offer savings from local organizations such as Great Signs, The New Food Box, Horse World and other businesses eager to provide great deals to local consumers.

Many coupon users still flip through coupon books, wading through pages of unwanted material before they find deals relevant to their needs. Not so with Joesaver.com.

"We are changing the way consumers view coupons and advertising," says founder Pat Foisey, a Thorold resident and entrepreneur who's been developing JoeSaver.com for two years now. "By incorporating social media with emerging technologies we think we've developed an innovative and winning business."

The beauty of JoeSaver is it makes saving money easy through its online coupon and advertising database that allows users to search online for local coupons and advertisements. Consumers can print out the coupons directly from a computer or download the deals onto their cell phones. It is an easy way to tap into the best local savings without disclosing private information. Print, Text and Save. It's that easy!

"Immediate savings is another bonus", says Foisey. "For example, if a restaurant is having a slow Tuesday night, the manager can issue "INSTANT SAVINGS" to all JoeSaver.com members. The uses are endless."

For businesses, it's a cost-effective alternative to traditional advertising. Our advertising provides another way to reach customers online. Businesses can easily register, submit, or change their advertisements and then have complete control over their advertising campaign. Businesses do not need a website to participate. In addition, JoeSaver.com will advertise as a group to all the mainstream social media to attract users daily.

To find coupons, please visit [www.joesaver.com](http://www.joesaver.com). For businesses who want to place a coupon or advertisement, please contact [joe@joesaver.com](mailto:joe@joesaver.com).

For inquiries:

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Check out the bottom left of our website to find a map to JoeSaver Headquarters.