



Great Sites launches Great Daily Deals

Sydney, August 29th 2011 - ASX Listed digital marketing group Q Ltd (ASX:QXQ) today launched Great Daily Deals - a one stop shop for group buying and discount deals. Great Daily Deals represents the latest development in an ongoing program of innovation at Q Ltd's web portal Great Sites, where members are rewarded with prizes for completing online surveys, responding to offers and interacting on the site's Facebook fan page.

Great Daily Deals aggregates the latest deals from a range of popular group buying and discount websites which means that members only need to visit the one destination to view all the deals available on that day.

"We surveyed our members and found that there was a huge demand for discount deals, with the most popular categories being; holidays, dining, beauty, activities and electronics. Nearly half of our 500,000 members have already purchased from deal sites, but over 80% indicated that they would prefer to view all the best deals in one place." said Jon Ostler, Q Ltd's CEO.

As well as aggregating all of the deals into a single site Great Daily Deals also automatically categorises deals, allowing members to cut through the clutter and only view the deals most relevant to them.

Mr Ostler continued "As an experienced email and database marketing company we understand the importance of targeting and relevancy for both the user and the advertiser, and so we wanted to offer a deals service that incorporated the best targeting in the business."

Deals are not only pulled from mainstream sites such as Groupon, Living Social, Cudo, Spreets, GrabOne and TreatMe, but also from the more niche deal providers like Eco-Daily that are starting to spring up.

"We want to offer our members the best and most valuable service possible while helping deal and ecommerce sites to expose their offers to the widest possible audience. We will continue to enhance the site with features and will continuously seek out the best deals for our members." Mr Ostler concluded.

Great Daily Deals was simultaneously launched in Australia and New Zealand.

www.greatdailydeals.com.au

www.greatdailydeals.co.nz

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