



Media Kit



- **CityLife Deals** is not just another deal website, it's a *Social Saving Network*. A centralized resource for deals online.
- *It's a network where everyone benefits by **saving**.* Consumers benefit by getting the opportunity to **Save** money *individually*.
- ***Merchants** by expanding their marketing reach via online at a fraction of traditional advertising cost.*



Everyone Loves A Good Deal

- What people don't like is how they have to go about finding it.
- They hate to get offers on specials to places they don't necessary go to.
- They hate receiving daily deal emails from several websites.
- The economy has made people more price conscious.

What We Do @ CityLife Deals

- We put all of the deals in one centralized location.
- Consumers can then filter by city and category what deals are on the web.



The screenshot shows the CityLife Deals website interface. At the top, there's a navigation bar with 'CityLife DEALS The SOCIAL SAVING Network' logo, social media links (Facebook, Like 24), and a search bar. Below the navigation, there's a search section for 'Local Daily Deals' with filters for State (Washington D.C.), City (Adams Morgan), and Deal Type. The main content area displays a table of 'DAILY DEALS' with columns for 'Description' and 'Your Savings'.

DAILY DEALS	Description	Your Savings
	Zabb 1836 18th St NW DC \$10 for \$20 worth of Food and Drinks at Zabb	CityLife PRICE \$10 Original PRICE \$20 You Save 50 % STEAL THIS DEAL
	Zabb 1836 18th St NW DC \$20 for \$40 worth of Food and Drinks at Zabb	CityLife PRICE \$20 Original PRICE \$40 You Save 50 % STEAL THIS DEAL
	La Bella Vita Salon 2601 Calvert St NW DC \$60 for a Full Leg Wax and Brazilian Wax	CityLife PRICE \$60 Original PRICE \$110 You Save 55 % STEAL THIS DEAL

CityLife Daily Deals Page



What We Do @ CityLife Deals

- Searching made easy by putting all coupons in one location.
- Consumers can search coupons by interest and select and print from any computer.
- Coupons can be sent straight to consumer's cell phones from their favorite merchants.

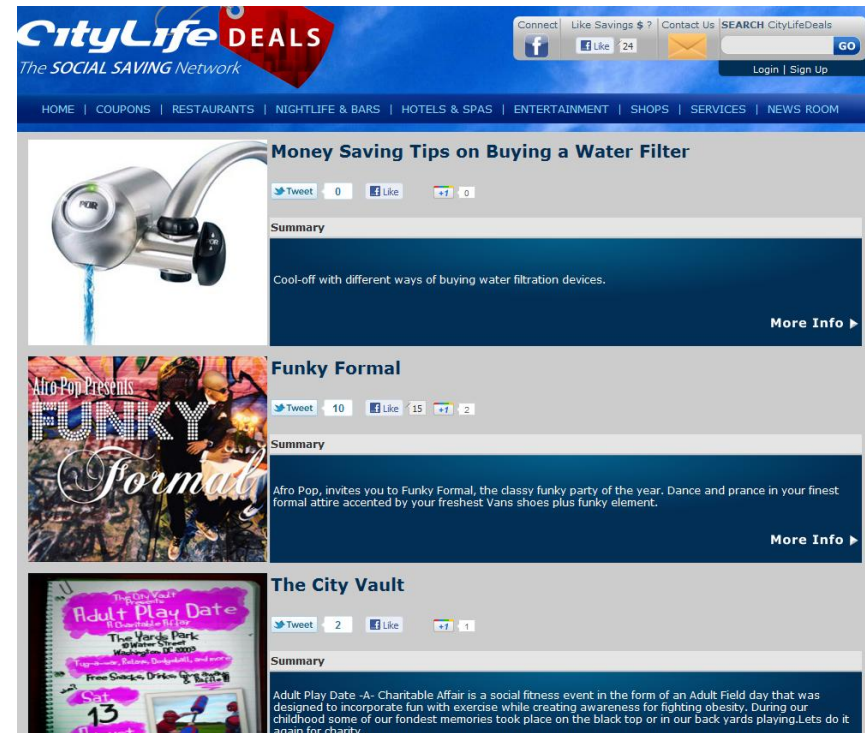
The screenshot shows the CityLife Deals website interface. At the top, there's a navigation bar with 'HOME | COUPONS | RESTAURANTS | NIGHTLIFE & BARS | HOTELS & SPAS | ENTERTAINMENT'. Below that, a 'Coupons' section displays a grid of offers. Each offer includes a product image, a 'SAVE' amount, and a 'CLIP' button. For example, one offer is for 'Minute Maid® on one (1) Minute Maid® Juice Box 10-pk, any variety' with a \$1.00 savings. Another is for 'PHILADELPHIA on any TWO (2) 4-packs of PHILADELPHIA Minis' with a \$1.00 savings. The page also features a 'Coupon Carrier' section showing 'MONEY SAVED \$0.00' and 'COUPONS CLIPPED 0'. There are also 'SORT BY CATEGORIES' and 'SORT BY BRANDS' options.

CityLife Coupons Page



What We Do @ CityLife Deals

- The Newsroom keeps consumers informed on the latest trends going on in the city.
- Allows users to stay updated on the latest and innovative ways to save money in the city.



CityLife DEALS
The SOCIAL SAVING Network

Connect | Like Savings \$? | Contact Us | SEARCH CityLifeDeals
f | Like 24 | Login | Sign Up

HOME | COUPONS | RESTAURANTS | NIGHTLIFE & BARS | HOTELS & SPAS | ENTERTAINMENT | SHOPS | SERVICES | NEWS ROOM

Money Saving Tips on Buying a Water Filter

Tweet 0 | Like 7

Summary

Cool-off with different ways of buying water filtration devices.

[More Info ▶](#)

Funky Formal

Tweet 10 | Like 15

Summary

Afro Pop, invites you to Funky Formal, the classy funky party of the year. Dance and prance in your finest formal attire accented by your freshest Vans shoes plus funky element.

[More Info ▶](#)

The City Vault

Tweet 2 | Like 1

Summary

Adult Play Date -A- Charitable Affair is a social fitness event in the form of an Adult Field day that was designed to incorporate fun with exercise while creating awareness for fighting obesity. During our childhood some of our fondest memories took place on the black top or in our back yards playing. Lets do it again for charity.

CityLife Newsroom Page

What We Do @ CityLife Deals

CityLife Directory Features:

- Merchant address
- Google map info
- Merchant email
- Display virtual tours /videos
- Showcase pictures
- Menus
- Make Reservations
- Display coupons
- Live twitter feed
- Link to facebook page
- Link to website
- Rating feedback from consumers
- Access to Citylife Deals

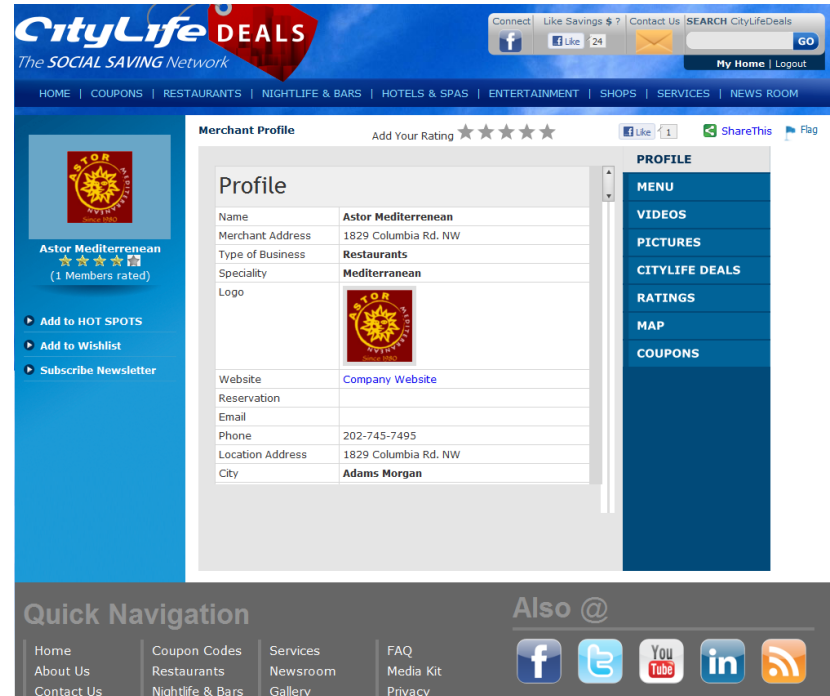


CityLife Directory




What We Do @ CityLife Deals

- Consumers navigate directory and select their favorite businesses to interact with.
- Businesses reward consumers with coupons and special deals - referred to as Citylifedeals, which are exclusive to CityLife Members.
- Consumers can stay updated with their favorite business via merchant newsletter that they can subscribe to and see feedback from other users.



The screenshot shows the CityLife Deals website interface. At the top, there's a navigation bar with links for HOME, COUPONS, RESTAURANTS, NIGHTLIFE & BARS, HOTELS & SPAS, ENTERTAINMENT, SHOPS, SERVICES, and NEWS ROOM. The main content area is titled "Merchant Profile" for "Astor Mediterreanean". It includes a profile picture, a star rating (4 stars), and a "Share This" button. The profile details are as follows:

Name	Astor Mediterreanean
Merchant Address	1829 Columbia Rd. NW
Type of Business	Restaurants
Speciality	Mediterranean
Logo	
Website	Company Website
Reservation	
Email	
Phone	202-745-7495
Location Address	1829 Columbia Rd. NW
City	Adams Morgan

Below the profile, there are options to "Add to HOT SPOTS", "Add to Wishlist", and "Subscribe Newsletter". At the bottom, there's a "Quick Navigation" section with links for Home, About Us, Contact Us, Coupon Codes, Restaurants, Nightlife & Bars, Services, Newsroom, Gallery, and FAQ, Media Kit, Privacy. There are also social media icons for Facebook, Twitter, YouTube, LinkedIn, and RSS.

CityLife Merchant Profile Page



What We Do @ CityLife Deals

- Consumers tell us what the Hot Spots in the city are by adding them to their profile.
- Hot Spots are a CityLife Member's favorite places in the city.
- When consumers selects a merchant as their favorite ,that merchant has the ability to distribute coupons and deals to that user via email and sms messaging as a reward program.




CityLife DEALS The SOCIAL SAVING Network

Connect | Like Savings \$? | Contact Us | SEARCH CityLifeDeals

HOME | COUPONS | RESTAURANTS | NIGHTLIFE & BARS | HOTELS & SPAS | ENTERTAINMENT | SHOPS | SERVICES | NEWS ROOM

MY HOME | Logout | STATUS: What are you doing right now? Update

Total Bonus Points: 0

Welcome Gerald

- Manage Profile
- My Hot spots
- My Saving tips
- My Friends
- My Wishlist
- My Coupons
- My Music
- Image Gallery
- Newsletters
- Get A CityLife Card

Hot Spots - Gerald

- BUSBOYS & FORTS (delete)
- Art Whino (delete)
- AFI.com American Film Institute (delete)
- YAKU (delete)
- Merchoot
- Arun (delete)
- The Liaison Capitol Hill - An Affi... (delete)
- Rouge (delete)
- Acadiana (delete)

1 2 Next >

Quick Navigation: Home, About Us, Coupon Codes, Restaurants, Services, Newsroom, FAQ, Media Kit

Also @ [Social Media Icons]

CityLife Hot Spots

What is a CityLife Card?

What We Do @ CityLife Deals

- It's a digital card that operates as a universal Loyalty card.
- Enhances consumers awareness of local businesses special deals.
- Users just download the card to their smartphone and display at local business and receive discounts.
- Great way to reward loyal customers and have them stay informed on the latest deals and events .



CityLife Card



Top 10 Reasons Merchants Love CityLife

Merchants who create accounts on Citylife benefit by:

- Increase Online Brand awareness
- List Store Information
- Display Coupons
- Create Exclusive Citylife Deals
- Display Video Content
- Display Pictures
- Receive Customer Ratings/Feedback
- Link to facebook, twitter feed, and company website
- Consumers can subscribe to newsletter
- CityLife Members can add merchant as a Hot Spot





Merchant Benefits (extended)

- Ownership and Control in Marketing
- Instant Access to Consumer Market
- Leverage Media Buy
- Customized Promotional Campaigns
- Special Events Notification
- Send coupons via web and to cell phones instantly
- Customer Feedback
- E-blast Coupons and Promotional Deals
- See rank in comparisons to similar business in local market
- Utilize cards as reward program for employees.

Top 5 Reasons Consumers Love CityLife

- No spam emails sending 1 deal a day
- Consumers have one centralized site to find coupons and daily deals
- Consumers gain rewards from places they actually frequent
- Consumers have the power to select what business they want to stay connected with and get rewards for that connection
- Consumers can network and save money by sharing tips on how to save money



Consumer Benefits (extended)



Save Daily at local
RESTAURANTS



Save Daily at local
SHOPS



Save Daily on
NIGHTLIFE & BARS



Save Daily at local
HOTELS & SPAS

- Social Network Atmosphere
- Ability to search and find great deals
- Know about upcoming deals from favorite Hot Spots
- Create A Wish List – let all of your friends know what you want and to get it



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