

DAILY MIRROR LAUNCHES MIRRORCASHBACK.COM

The Daily Mirror has launched MirrorCashback.com, which offers great cashback incentives to shoppers who use the site.

The site gives users money back when they make internet purchases from a choice of 1,400 retailers, including some of the high street's biggest names. It is uncomplicated to use and completely free.

All users have to do is log on to MirrorCashback.com before visiting hundreds of retailers including Littlewoods Direct, Currys, H.Samuel, Tesco's, Boots, JD Sports, WH Smith and Asda.

Shoppers can earn up to ten per cent cashback every time they buy anything, whether for their weekly shop, for their summer holidays or for electrical goods like computers and stereos.

The site is powered by V A C Media, the biggest operator of consumer loyalty websites in the UK.

The launch is being significantly supported across all Mirror platforms including an eight-page supplement in the Daily Mirror and integration into Mirror.co.uk.

Paul Hood, Head of Digital for Mirror Group said: "MirrorCashback.com brings an innovative form of discount to online retail. This will be welcomed by our readers, especially in the current economic climate."

"The site also offers our advertisers a powerful additional marketing channel to reach our growing audience."

Partnerships Manager Nadeem Azam from V A C Media, said: "This is the perfect time for the Daily Mirror to launch a cashback website. It is the biggest launch in the UK and will shake up the industry."

Cashback shopping is a form of affiliate marketing. Affiliate marketing grew by 45 per cent in the UK last year, with sales exceeding £3 billion in 2007.
ENDS

Notes to editors:

V A C Media Ltd is the biggest operator of consumer loyalty websites in the UK. The company operates 180 websites supported by 64 staff.

V A C Media itself has seen growth of 300 per cent in the last 12 months.

For further information on V A C Media please call Paul Green on 08452 303049 paul [at] vacmedia.com