

British Site Which Saved Consumers \$87m Throughout The Recession Officially Launches In The US



Released on: November 10, 2009, 12:59 am

Author: Rich Leigh

Industry: [Retail](#)

Former Gordon Ramsay protégé Mark Pearson is the founder of CouponCodes4U.com, a discount coupon site that has officially launched today and is aiming to save Americans millions of dollars.

Discount site www.CouponCodes4u.com officially launches today, and looks set to follow in the footsteps of UK-based sister website MyVoucherCodes.co.uk, which 15% of Brits use every month to save money on purchases ranging from supermarket shopping to money off on holidays and other one off purchases.

During the recession, MyVoucherCodes was responsible for nearly £1/2bn worth of sales in the UK, the equivalent of \$787m. Throughout this period, Brits saved the equivalent of \$87m USD, and the company hopes to repeat this sort of success across the Atlantic.

CouponCodes4U already features thousands of [discounts](#) and offers from top retailers keen to establish themselves on the site due to Mark's background, with current deals including \$75 off at Dell, 55% off at Amazon, \$50 off at Sears, 35% off at Macy's and many more.

In pre-launch beta testing, the site managed to amass a following of over 300,000 unique users a month, with no formal marketing in place. Over 15,000 retailers are listed on the site, all of which provide discount coupons, which are redeemable at online checkout.

CouponCodes4U.com has over 100,000 coupon codes, deals and discounts live on the site, and regularly generates over \$1m in sales every month, all of which point to great success in the long run for the site.

CouponCodes4U is the Stateside birth-child of one of the UK's leading young entrepreneurs, Mark Pearson. Since the recession, MyVoucherCodes, officially the UK's leading discount website has saved Brits over \$87m in the last year, and Mark hopes to bring his award-winning style to America.

Although there are many discount [coupon](#) sites which have popped up since the Credit Crunch, Managing Director Mark Pearson said,

"The discount coupon industry in the States is in desperate need of a shake-up, as too many US websites offer codes that they don't actually have on the site, or that are already expired.

"Consumers deserve to see the [discount coupon](#) codes that retailers are releasing, and deserve to benefit from them too. In the UK, the rules around the discount sector are quite stringent, and I'm looking to bring the same discipline that has made MyVoucherCodes such a success to the US.

"The recession has taught people to be a bit more cash-smart, to the point where the discount code sector has developed as somewhat of a saviour for many looking to save money on everyday purchases.

"I'm here to whip things into shape and help Americans know about the discounts available to them. Why pay more?"

ENDS

For more information, please contact Rich Leigh, 10 Yetis Public Relations Agency, Gloucester, England on rich@10yetis.co.uk or +44 (0)1452 348 211

Editors Notes

CouponCodes4u.com officially launched in November 2009

Mark Pearson worked as a sous chef under celebrity chef Gordon Ramsay at the prestigious Claridges restaurant in London.

MyVoucherCodes is officially the UK's most popular discount voucher code website in the UK

MyVoucherCodes has been featured on British TV on the BBC, ITV and Sky News, as well as being featured in every single national paper in the UK.

The site regularly achieves 9m unique visitors per month, and saved Brits £30m in 2008 alone.

Contact Details: Rich Leigh
01452 348211
<http://www.couponcodes4u.com>

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)