
LOZO

WHAT IS LOZO

LOZO.com is a free, online destination for finding money-saving coupons, services and advice. As one of the most comprehensive grocery coupon aggregators available to consumers, LOZO currently offers more than 1,500 coupons from over 100 sources. And, new coupons are added to its database every day. LOZO is more than just coupons, though; consumers can find ways to cut expenses and save money across a variety of categories including entertainment, holidays, utilities, travel and more. LOZO launched nationally in September 2011 and has already found more than \$5 million in savings for consumers. Started as a family business, LOZO is now a privately held company based in New Jersey.

LOZO.com has been featured on:



DAILY NEWS



LOZO

MANAGEMENT TEAM



Jeff Kaplan – Founder & CEO

Jeff Kaplan is a Wharton School of Business graduate with over 20 years of experience in marketing, sales and business development. Before founding LOZO.com, Jeff worked at Ann Taylor as the Vice President of Online Marketing and Merchandising. Jeff was also a strategic consultant at McKinsey & Company where he worked with Fortune 500 businesses, advising retail

and manufacturing clients on growth and marketing strategies. After a successful career as an e-commerce and marketing executive, Jeff decided to pursue his passion of helping people save money by founding LOZO.com.

Andy Scully – Marketing Director

Andy Scully wields his money-saving skills to get the best value on just about everything in pricey Manhattan. Having honed his online marketing and e-commerce expertise at companies like Ann Taylor, J.Crew and Tarte Cosmetics, Andy now drives traffic to LOZO.com and provides the best possible user experience on the website. Andy received an MA from Columbia University and BA from Hamilton College.

Dan Kaplan – Creative Director

Dan Kaplan is grocery coupon expert, but he puts most of his energy into the outstanding design work for LOZO. He is an internationally acclaimed designer with high-profile clients like Disney, Brown Forman, and Costco. Dan received an MA from Swinburne University and BS from Duke University.



FACT SHEET

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How it works:

LOZO offers users four great ways to save:

1. **[Grocery Coupons Email Service](#)**: LOZO.com users simply enter their grocery list (by brand or category) into the site's shopping list feature, which continually searches for matching coupons. Once found, LOZO sends all matching coupons directly to their email inbox.
2. **[Grocery Coupon Bundler](#)**: LOZO aggregates grocery coupons from reputable sources across the web, each with its own selection of offers. LOZO lists all the coupons in one place: the Coupon Bundler.
3. **[Online Coupons & Cash Back Rebates](#)**: LOZO offers more than just grocery coupons. Their Online Coupons section features deals on the most popular stores and brands, cash back rebates and much more.
4. **[Money-Saving Tips](#)**: LOZO offers thousands of simple tips on over 75 everyday categories including: entertainment, utility bills, travel, banking, home repair and more.

Website: www.lozo.com

Facebook: <http://www.facebook.com/gettheLOZO>

Twitter: <https://twitter.com/theLOZO>

Google+: <https://plus.google.com/u/0/103102788645038875956/posts>