

IMMEDIATE RELEASE

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New Website Brings the Community Back to Shopping Online
darelle.com Unites Buyers, Sellers, and Charities

Vancouver, BC (May 2, 2013) – darelle is proud to announce the launch of their premium package e-commerce site darelle.com to reinvent the way shoppers and businesses interact, and introduce a new way to fundraise. Neither a discount deal nor flash sale site, darelle will initially feature the entertainment and hospitality industry, delivering value-added experiences to both consumers and businesses all while benefiting recommended charities and non-profit organizations.

darelle has created a customized shopping space that brings the community back to the Internet by giving shoppers and businesses direct access to each other, and most important, the ability to dictate their own terms of sale. By allowing users to create "buy requests" that businesses can then fulfill or propose a counter offer, darelle puts the power of consumerism back in the shopper's hands.

"Committed to creating long-term partnerships with businesses and charities, darelle prides smart business and quality over quantity," states darelle CEO Kyle Kotapski. "Instead of over-stock offers on daily deal websites, darelle allows shoppers to dictate the packages and experiences they want, and delivers those requests to relevant businesses, allowing businesses to choose what they want to offer, and when."

With no set up fees, no monthly costs, and no quotas to fill before a sale is valid, darelle also gives small and medium-sized businesses the chance to compete fairly against big scale corporations. Rather than simple coupons or discounts, darelle allows businesses to propose packages reflective of the best they have to offer to better ensure repeat customers. Focused on premiere local quality, darelle promotes goodness of fit, allowing any business the opportunity to propose a successful offer to shoppers. By delivering shoppers' requests directly to businesses, darelle provides a new way for small and medium-sized businesses to reach customers with personalized premium packages.

darelle believes in giving back to the community in which it works. That is why 10% of darelle's revenue is donated to a charity or non-profit organization selected by both the shopper and business involved. darelle aims to change the way people think about online shopping and show that good business can – and should – benefit the shopper, business, and community alike.

-30-

About darelle www.darelle.com

darelle is a premium package e-commerce site that delivers superb value-added offers to both consumers and businesses, while benefiting user-recommended charities and non-profit organizations. darelle is committed to creating an online community that equally benefits shoppers, businesses, and charities.

Do good business. Make good profit. Do good things.