

# The future of moneysaving is mobile – and here, says MyVoucherCodes Secret Millionaire

Submitted by: 10 Yetis PR and Marketing

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The UK's leading discount code and voucher site is taking its money saving local with the launch of a new localised discount website and mobile phone application.

The UK's leading discount voucher code website (<http://www.MyVoucherCodes.co.uk>) has launched a local business-specific discount website, [www.MyVoucherCodes.co.uk/local](http://www.MyVoucherCodes.co.uk/local), as well as a 100% free mobile phone application that will show all the current discounts and promotions at independent shops in the area.

MyVoucherCodes Local is a site that aims to deliver the same great standard of discounts and vouchers that are currently available on its main site, only now with a local twist ensuring consumers can save even more money. The site hopes to bridge the gap between national and local shops.

Its sister application is a downloadable service for the Apple iPhone, iPad and iPod Touch. The service uses GPS to give potential customers an overview of the local retailers near to them, and the discounts they are currently offering.

The site, which is currently in the process of getting local businesses signed up to the site, is hoping that it could increase awareness of retailers that may have usually been overlooked by shoppers; which would give the consumer more choice than they have had before.

[www.MyVoucherCodes.co.uk](http://www.MyVoucherCodes.co.uk) is the UK's leading discount voucher codes website. The site drove more than £480m worth of sales for thousands of businesses in 2009 alone, but most importantly, saved consumers £52m last year.

The aim of the service is to replicate the success of online discount vouchers – more than 11m people use [MyVoucherCodes.co.uk](http://www.MyVoucherCodes.co.uk) every single month to find money off purchases, and the founder of the service has no doubt that the mobile application and Local website will provide consumers with a whole new way to save money.

Mark Pearson, chairman of MyVoucherCodes said:

“Our ability to deliver savings to consumers is one of, if not the most important factor behind this site and app. We have a proven track record of saving money for consumers at more national, well known retailers and businesses, and there is no doubt that we can now emulate that success.

“The future of moneysaving is mobile – and here. After launching MyVoucherCodes in 2006, we have seen hundreds of copycat websites follow our lead, and we're again breaking the mould by offering a free-to-download, free-to-use discount application. The GPS-enabled app will mean that consumers can look for discounts whilst out doing their shopping, and make savings that they may well have missed before.

He continued,

“Of course, the service will only work if local businesses are willing to step out from the behind the shadows and attempt something unprecedented. The great thing however, is that for the consumers, the service works just like the one in place on the main site. There is no need to sign up or add any of your personal details to the site, you can literally search and go.”

LINK <http://www.MyVoucherCodes.co.uk/local>

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#### EDITORS NOTES

MyVoucherCodes Local is the UK's newest way for local businesses to level the marketing playing field

Local businesses can list themselves on the site, which will enable their location to be shown online and via the MVC Local application.