

Try "Try It Local" First!

Thinking of running a deal with Groupon, Living Social or another online deal site?

Try "Try It Local" from the Allendale Area and Coopersville Area Chambers of Commerce first! "Try It Local" was created specifically for chambers of commerce to offer to their community, with a focus on better benefitting local businesses and keeping more earnings local.

GROUPON VS. TRY IT LOCAL

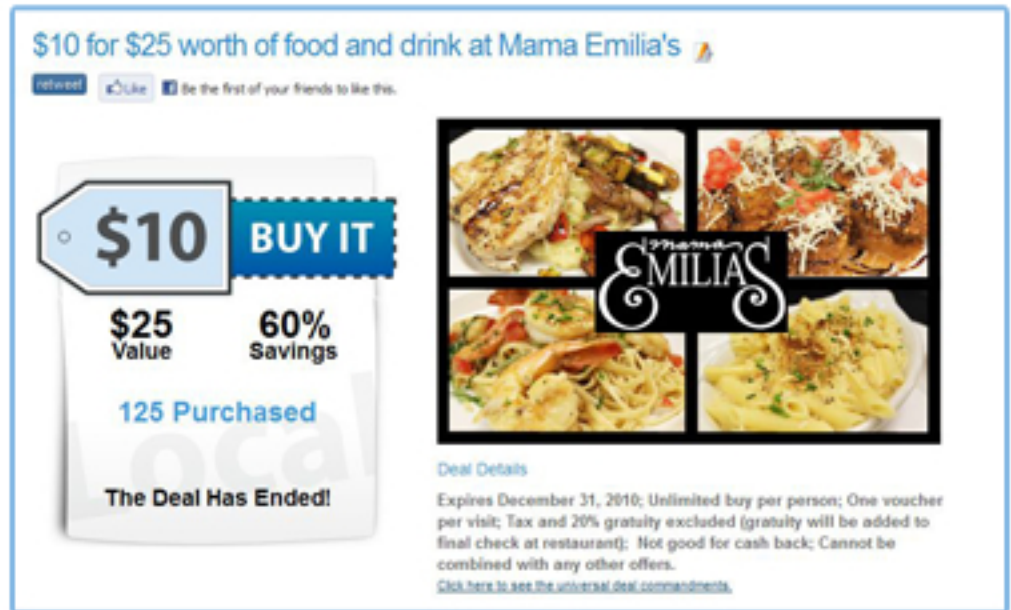
Recent Example:

Business: Mama Emilia's

Offer: \$10 for \$25 in food and drink

Sold: 125

Total Revenue: \$1,250



Groupon Model:

50% of \$1,250	\$625
4% credit card fee	\$ 50

Net to your business

\$575

About Groupon:

- Pays you 50% of the price of the deal
- Charges you credit card fees (up to 4%)
- Takes 3 months to get full payment
- Contract locks you out of trying other online services for 90-180 days.

Try It Local Model:

70% of \$1,250	\$875
2% credit card fee	\$ 25

Net to your business

\$850

About Try It Local:

- Pays you 70% of the price of the deal
- Only 2% charge for all credit card fees
- Sends full payment the week after your deal runs
- No contract restrictions. Go ahead and run another online deal after your "Try It Local" campaign!

For more information about Try It Local contact the Allendale Area Chamber at 892-2632 or the Coopersville Area Chamber at 997-5164.