

****FOR IMMEDIATE RELEASE*******CoupTessa.com* Announces Launch of Couponing Services and “Tessa’s Dream Team” in Miami**

Miami, FL July 12, 2010- *CoupTessa.com*, the newest online couponing site and social media platform for women, announces both the launch of their services, as well as, the kickoff of their own panel of experts so appropriately named, “Tessa’s Dream Team” this Friday, July 16, 2010.

Both announcements are reinforced by *CoupTessa.com*’s daily deals for women of 50%-90% off and the site’s donations of \$1 per daily indulgence purchased to *CoupTessa.com*’s recent partner *Susan G. Komen for the Cure Miami/ Ft. Lauderdale*.

Savings savvy gals in Miami may now revel in the notion of accessing the “holy grail” of online indulgence resources. *CoupTessa.com* is partnering with the revered fashion stylists at *Cutler Salon-Miami* to offer a three-day deal. The special, which will run from Friday to Sunday, comprises a host of posh services usually reserved for the glitterati.

Tessa, the animated hostess for *CoupTessa.com*, assembled a nonpareil team of expert panelists including stylists, makeup artists, yoga masters and the like, to give her subscribers exclusive tips on all issues regarding health and beauty. Emily Thomas, the Director of *Cutler Salon- Miami*, is the first expert who will share her hair know-how with the members of *CoupTessa.com*. Tessa will interview a different aficionado from “Tessa’s Dream Team” each day.

CoupTessa.com utilizes various social media platforms to cultivate a movement of women enlivened by the prospect of daily self-indulgence. Deals of 40% or less are mere afterthoughts as discount mavens use their savoir fair to procure daily deals at 50% to 90% off at highly desirable venues. Services previously deemed too expensive, will now be accessible to all women and even those services already being utilized daily will become all the more attractive to our chic sophisticate.

“The tough economic climate has proven a powerful motivator in consumers seeking the most value for their money. We see social media platforms, such as *CoupTessa.com*, as an incredibly effective vehicle for women to find the best deals in their area, while engaging with other likeminded women in their own communities in an effort to exchange information and tips on the services and issues most important to them,” explains *brpr Group* Creative Director Gerard Bush.

Coveted daily indulgences supplemented with the awe-inspiring “Tessa’s Dream Team” along with charity culminates into the only plausible conclusion- a society empowered by the buying prowess of women exercising their right to not only have it all, but to also communicate on a site styled to promote every aspect of what it means to be a real woman.

In order to participate in this self-fulfilling three-day inauguration this Friday, July 16 and every future daily indulgence, subscribe to *CoupTessa.com*.

For more information about *CoupTessa* visit: www.couptessa.com

For more information about *Cutler Salon-Miami* visit: www.cutlersalon.com

For more information about *Susan G. Komen for the Cure Miami/ Ft. Lauderdale* visit: www.komenmiaftl.org

For more information about *The brpr Group* visit: www.brprgroup.com

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