



WagJag.com Launches Real-Time Mobile Application WagJag Express

\$1 deals offered throughout the month of August, free coffee, hot dogs and ice cream handed out on the streets of Toronto to celebrate the launch August 3rd

TORONTO, Aug. 2, 2011 /CNW/ - WagJag.com announces the launch of its location-based real time mobile application *WagJag Express*. Launching in the Toronto market and spreading to cities across Canada, *WagJag Express* offers local deals in an immediate fashion.

WagJag Express is a way to explore your neighbourhood and save money on things you need in the moment: something to eat, an activity, a spa visit, a haircut and more. The deals are available for a few hours a day and are to be redeemed within the allocated time, using a mobile device.

To celebrate the launch, the month of August will be \$1 *WagJag Express* month, with select businesses offering \$1 deals. Deals could include a \$1 lunch, a \$1 yoga session and hundreds of others, throughout neighbourhoods in Toronto.

The application is available for download August 3rd from iTunes and always free. For every download of *WagJag Express* on August 3rd, WagJag will donate \$1 to the Stop Community Food Centre, a non-profit food bank and sustainable food systems educator.

In addition, on August 3rd, an army of WagJag branded ambassadors will be handing out free coffee, ice cream and hot dogs to anyone who downloads the WagJag application at various locations throughout Toronto.

After downloading the application, *WagJag Express* will detect your location and offer great deals in your location that you can purchase and redeem right away with the click of a button. This is a real-time application that is geo-targeted and WagJag.com is the first Canadian company to introduce this new way of accessing deals.

"The instant gratification of *WagJag Express* is what will make it such a success," says Jeremy Zuker, General Manager of WagJag.com. He adds, "Customers can access deals faster and easier than ever and merchants have a new tool to help their businesses grow."

Twitter: [@WagJag](https://twitter.com/WagJag)

Facebook: [WagJag](https://www.facebook.com/WagJag)

About WagJag (www.wagjag.com)

As one of the largest group-buying sites in Canada, WagJag.com offers deals on everything from restaurants, to spa services, to adventures and more. By bringing together a mass group of people with combined purchasing power, WagJag offers up to 90 percent off of favourite stores, products and services.

About WagJag Express

WagJag Express is a real-time geo-targeted mobile application. It offers deals that are in the immediate vicinity and must be bought and used right away. It provides the consumer with instant gratification and helps business-owners keep their businesses busy and full. The *WagJag Express* application is available for download through iTunes and can be accessed by android users as a mobile web experience. WagJag Express deals can also be accessed on the WagJag.com.

For further information:

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