

About Extrabux

Extrabux.com enables online shoppers to get cash back from over 1,600 popular online retailers, find exclusive coupons and find the best price on any product. With one search, Extrabux finds any product at the best price by comparing prices from thousands of trusted retailers, finding the biggest money-saving coupons, and giving cash back. Extrabux not only scours the web for these coupons, it also works directly with retailers to get exclusive coupons that shoppers won't find anywhere else.

How Cash Back Works



Users can also donate their cash back to one of 25 charities

How Comparison Shopping Works

Price and retailer reputation are the two most important factors when consumers make an online buying decision. In fact, 94% of online consumers will visit multiple websites to research prices before making a purchase, and 98% of online sales are made at the top 2,000 online retailers.

Extrabux.com saves consumers time and money by combining comparison shopping with discounts from online coupons and cash back to find shoppers the lowest prices on nearly every product sold online. Extrabux works with the majority of the top 2,000 online retailers to ensure that shoppers buy from reputable online retailers.

Upon searching for a product, Extrabux's search engine displays the online stores that sell that product, along with each store's price and tax & shipping charges. Extrabux also displays any available online coupons for each store, the cash back the shopper will receive and the final price after discounts, turning every shopper into the savviest bargain hunter by making it quick and easy for consumers to find the lowest price.



[See All Stores>>](#)

World Headquarters

Extrabux.com is owned and operated by Extrabux, Inc., a privately held company. We are located at 4455 Lamont Street, Suite 3, San Diego, CA 92109 (Entrepreneur Jimmy Wales was also in this very same office when he began writing his business plan for “the free encyclopedia,” now called Wikipedia).

Management Team

of Employees: 7 frugal Extrabux team members

CEO **Bob Nascenzi** (pronounced “Na-shen-zee”) is the former CEO of Claritas and National Decision Systems, where he was an innovator in consumer targeting and data analytics. He holds a BA from Boston College and an MBA from The Wharton School. Bob enjoys spending time with his family and riding his motorcycle along the Coast Hwy. He has been known to duct tape his shoes and reuse tea bags to save money.



Annual Extrabux Mammoth Trip

Founder **Jeff Nobbs** (pronounced like “knobs”) is from Encinitas, CA and went to high school at La Costa Canyon High School. Jeff is 23 and graduated from USC in May 2008. Jeff enjoys listening to the Beatles, reading, green tea, exercising, and finding great deals.

Founder **Noah Auerhahn** (pronounced like “hourhand” without the “d”) is from Hopkinton, MA and went to high school at Hopkinton High School. Noah is 24 and graduated from USC in May 2009. Noah enjoys snowboarding, nature, soccer, music, and finding even better deals than Jeff.

As undergraduate students, Jeff and Noah won the 2008 University of Southern California Business Plan Competition for their Extrabux business plan, beating out five other graduate student teams.

Quick Facts (at the end of March 2011)

Members: 53,000 Extrabux members

Purchases: 126,000 unique transactions from those 53,000 members

Cash Back: \$506,000 cash back paid to Extrabux members

Retailers: 1,600 retailers work with Extrabux (eBay, Walmart, QVC, Target, Staples, Kohls, Barnes & Noble, Best Buy, Victoria’s Secret, Macy’s, Nordstrom, HSN... etc.)

Products: 10,000,000 products from those 1,600 retailers

Coupons: 5,000 coupons from those 1,600 retailers

Most Popular Retailer: eBay (up to 4% cash back)

Most Popular Product: Apple iPad 16GB, Wi-Fi

Most Cash Back: Chemistry.com (60% cash back), Magazines.com (30% cash back), 123Inkjets (23% cash back), Shoebuy.com (16% cash back), Overnight Prints (16% cash back), From You Flowers (16% cash back).

Most Popular Products: iPods, laptops, iPads, Nintendo Wii, Shoes, TVs, PlayStation 3, Xbox 360, GPS, Digital Camera, UGGs, books

Contact

Jeff Nobbs
Co-Founder, Extrabux
press@extrabux.com

In the News

03/25/2011

MSN Money – The 5 best and worst states for online shopping

If you like surfing big waves, Hawaii is a great place to live. But if you like surfing the Web for big deals, it's among the worst. That's the result of a new survey by price-comparison site Extrabux, which crunched some numbers and spit out a list of the best and worst states for online shopping.

<http://money.msn.com/shopping-deals/article.aspx?post=5d196283-c50d-4870-8e2c-c5469c2bedb8>

03/21/2011

Lifehacker – How Your Location Affects the Cost of Online Shopping (and What to Do About It)

Shopping online means no tax and often free shipping, but only if your state lets the company you're ordering from get away with it. Deals, discounts, and price-comparison site Extrabux has discovered the best and worst places to live for shopping online and has a few tips for coping when you're in one of the less-desirable locations.

<http://lifehacker.com/#!5783798/how-your-location-affects-the-cost-of-online-shopping-and-what-to-do-about-it>

03/16/2011

eMoney | All Things Digital | WSJ Digital Network – The Best and Worst States for Online Shopping

Not all states are equal when it comes to shopping online. Extrabux, a price comparison site that pays you cash for making purchases from particular retailers, has compiled a list of the best and worst states for e-commerce customers.

<http://emoney.allthingsd.com/20110316/the-best-and-worst-states-for-online-shopping/>

03/16/2011

The Atlantic - The Best (and Worst) States to Live for Online Shoppers

You can find anything online, there are no barriers or restrictions, and have it shipped to your door -- home or office -- in a matter of days. By pitting suppliers against one another, you're often able to save money; and by never leaving your chair, you're able to save time -- "two of our most valued commodities in the world today," writes Extrabux's Jeff Nobbs on the Extrabux Blog. Extrabux, a comparison shopping website, analyzed three factors -- sales tax rates, shipping time and shipping costs -- to build out a list of the five best states to live for online shoppers.

<http://www.theatlantic.com/technology/archive/2011/03/the-best-and-worst-states-to-live-for-online-shoppers/72563/>

03/16/2011

Digital Life | Today.com – The best and worst states for online shoppers

Not all states are equal when it comes to online shopping experiences. Residents of one state might pay less and receive their purchases faster than the residents of another. Knowing that, we were curious: Which are the best and worst states for online shoppers? Extrabux, a site focused on saving money, solved that mystery by analyzing "each state's online sales tax incongruities along with the varying shipping times and costs" to determine the best and worst places for online shoppers to live after averaging out that data.

<http://digitallife.today.com/news/2011/03/16/6282497-the-best-and-worst-states-for-online-shoppers>

02/23/2011

ABC 10 News – Local Students Turn Idea Into Business Worth Millions

Two young San Diegans have turned a college project into a business that is worth millions. Jeff Nobbs and Noah Auerhahn, who are both 23 years old, are the founders of Extrabux.com. Extrabux is an online search engine that allows shoppers to find the best price on any product, find exclusive coupons for those products and get cash back from more than 1,600 online retailers.

<http://www.10news.com/news/26975738/detail.html>

11/28/2010

CBS 8 – Holiday Shoppers Gear Up For Cyber Monday (01:57)

<http://www.cbs8.com/global/category.asp?c=155799&clipId=5333607&topVideoCatNo=149659&topVideoCatNoB=155712&topVideoCatNoC=155713&topVideoCatNoD=155710&topVideoCatNoE=155711&autostart=true>

10/25/2010

InternetRetailer – Inuvo and Extrabux.com Deliver Custom Shopping Experience to Online Publishers

Inuvo, Inc. (NYSE Amex: INUV), an online technology and services company, announced today that it has partnered with Extrabux, Inc. to create a comparison shopping API with integrated cash back and coupon discounts for users. The application will be available to web publishers and mobile application developers. Inuvo will focus on technical integration and sales of the API-based service, dubbed BargainMatch. With two publishers already signed, BargainMatch is now market ready.

<http://www.internetretailer.com/2010/10/25/inuvo-and-extrabuxcom-deliver-custom-shopping-experience>

08/18/2010

InternetRetailer – Thrifty students save \$5,000 on college texts by buying and selling online

Jeff Nobbs, co-founder of Extrabux.com, compared the cost of purchasing college textbooks at campus bookstores with those bought through e-retailers. He also compared the sell-back prices from the same outlets and the rental prices for the same books.

<http://www.internetretailer.com/2010/08/18/thrifty-students-save-5000-college-texts-web>

2/16/2010

SocalTech – Interview with Noah Auerhahn, Extrabux

For this morning's interview, we talked with Noah Auerhahn, President of San Diego-based Extrabux (www.extrabux.com), an online site focused on providing consumers with comparison shopping combined with discount offers. We talked with Noah about how the company grew out of a business plan competition at the University of Southern California, his recent funding from the Maverick Angels, as well as how the firm hopes to stand out among a crowded list of comparison shopping sites.

http://www.socaltech.com/interview_with_noah_auerhahn_extrabux/s-0026814.html

12/01/2009

Xconomy – San Diego's Extrabux, With a Boost From Old-Fashioned TV, Sees Online Shopping Traffic Skyrocket

Noah Auerhahn and Jeff Nobbs knew they were onto a good business idea last year, when they won [the fourth annual USC technology plan competition](#). They were undergraduates after all, competing in a contest that was open to all graduate students, faculty and researchers on campus. Nevertheless, Auerhahn tells me that what happened yesterday was "very unexpected." [...] Online searches for "Extrabux" on Google yesterday eclipsed searches that included keywords for such terms as "Tiger Wood accident rumors" and "Chelsea Clinton engagement," Auerhahn says.

<http://www.xconomy.com/san-diego/2009/12/01/san-diegos-extrabux-with-a-boost-from-old-fashioned-tv-sees-online-shopping-traffic-skyrocket/>

11/30/2009

WalletPop – Extrabux's aim in life is to give shoppers extra bucks

I'm always wishing I had a few extra bucks. Ergo, I'm thinking I should check out Extrabux more often, since its main mission in life is to make sure that consumers have extra bucks. I thought I'd mention Extrabux, since it's Cyber Monday and all -- as you already know, unless you've just awakened from a coma [...] Anyway, Extrabux works like this: You type in a search word -- like maybe you're looking for Zhu Zhu Pets [...] Extrabux, which kind of operates as your own personal shopper, groups these results by brand, the online store and the price.

<http://www.walletpop.com/2009/11/30/extrabuxs-aim-in-life-is-to-give-shoppers-extra-bucks/>

11/30/2009

NY Daily News – Online shopping site Extrabux is taking Cyber Monday by Storm

It's Cyber Monday, and you know what that means: time to shop till you drop - online! And this year, it looks like Extrabux.com, which is currently the most-searched term on Google, is taking the Internet by storm.

http://www.nydailynews.com/money/2009/11/30/2009-11-30_online_shopping_site_extrabux_is_taking_cyber_monday_by_storm.html

11/30/2009

Good Morning America – Cyber Monday Deals: Five Online Shopping Tips

So where should you click to find the best bargains? "Good Morning America" asked professional bloggers who hunt for online deals to share their secrets. Use a site like Extrabux to compare prices, find coupon codes and get cash back for making your purchases. "It's a cash back site, it's an online shopping portal, but it also has a comparison-shopping element as well. So if you're looking (for) the Tickle Me Elmo Hands, you'll find where the best deal is first and then make your purchase and get the cash back," Erin Gifford from Couponcravings.com, said.

<http://abcnews.go.com/GMA/ConsumerNews/cyber-monday-2009-deals-shopping-tips/story?id=9202386>

11/02/2009

Xconomy – Nascenzi Steps Into Extrabux

San Diego software industry executive Bob Nascenzi has joined Extrabux a just-launched San Diego retailing website that combines cash back and rebate offers with comparison shopping capabilities. Nascenzi tells me he's joining Extrabux as both a board member and CEO. He previously was the interim CEO and a board member at San Diego-based ProQuo, former chief operating officer of TARGUSInfo, and CEO of Claritas, the marketing information resources company now operated by the New York-based Nielsen Co.

<http://www.xconomy.com/san-diego/2009/11/02/nascenzi-steps-into-extrabux/>

10/07/2009

WalletPop – Another comparison shopping engine revamps, with a good start

Since not all online stores charge state taxes, and many offer free shipping, I'd like to know well before I give my credit card number if I have to pay such charges. The people behind Extrabux, a shopping comparison Web site that relaunched Tuesday, got that part right by listing the store price and the tax and shipping costs for most items once you enter your ZIP code.

<http://www.walletpop.com/2009/10/07/another-comparison-shopping-engine-revamps-with-a-good-start/>

08/17/2009

CNN Money – Cut your spending by \$500 a month

Coupons can yield big savings on purchases for your family - if you're not too proud to use them. Cash back: Extrabux.com.

http://money.cnn.com/galleries/2009/moneymag/0908/gallery.monthly_savings_tips.moneymag/20.html

Contact

Jeff Nobbs

Co-Founder, Extrabux

press@extrabux.com