



**Buckaroo Reinvents Small Business Promotion  
New Daily Deal Site Boycotts Revenue-Sharing Business Models**

**SAN JOSE, CA- June 20, 2012.** – With the media attention surrounding Groupon’s IPO and the daily deal industry, it’s important for merchants and small business owners to be aware of the fallout of revenue-sharing business models used by most promotional services. In response to the high costs of online advertising, Buckaroo ([www.buckaroo.com](http://www.buckaroo.com)) recently emerged as a leader of the Anti-Groupon movement.

Buckaroo, the leading do-it-yourself daily deal site, assures their allegiance to the small business owner by providing a “one-stop shop” for all online advertising needs. Merchants can post deals for free or purchase locally-targeted email packages that feature a number of deals in the recipient’s area.

“Buckaroo Deals range from discounted luxury getaways to 20% off apple smoking wood chunks,” chuckled Alan Fisher, Chairman, Buckaroo (Iron Speed, Inc.), “Our goal is to help businesses grow their customer base by targeting people that are genuinely interested in what they’re selling...This is drastically different from daily deal sites like Groupon and LivingSocial.”

With Buckaroo, there are no hidden fees or confusing contracts – merchants keep 100% of the money made in sales. In addition, business owners simultaneously grow their contact list by exporting lists deal sign-ups from their Buckaroo account.

“Buckaroo cuts out the middle man and gives me the power and freedom to run my own promotional campaign.” touted Eugene Creech, Owner at Healing Hands Massage Services.

Daily deal sites typically retain at least half of the revenue generated on already-discounted merchandise. By boycotting the common revenue-sharing practices, Buckaroo’s business model helps companies reduce costs and achieve better profit margins. It’s free to post on Buckaroo, and our email marketing packages start as low as \$100. Learn more about Buckaroo’s [low-cost pricing](#).

**About Buckaroo**

Buckaroo, the leading promotional platform for small businesses, provides a one-stop resource for merchants promoting products and services online without harming revenues. Buckaroo Deals help local customers search and find deals online or in their area. For just a penny per email, businesses reach prospective customers locally or nationwide.

Buckaroo’s parent company, Iron Speed, Inc. ([www.ironspeed.com](http://www.ironspeed.com)), founded in 1999, is well funded with a capital base of over \$20M and strategic investors that include Arrow Electronics and Avnet, as well as executives from AMD, Excalan, Onsale, and Oracle.

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