

## **IDEC Interactive Inc. launches freefu.com**

freefu (Free-For-You) – The fastest and easiest way to find free offers. Ever!

**Naples, FL (December 1, 2010)** - IDEC Interactive Inc. today announced that it has officially launched freefu.com in beta. To view, visit [www.freefu.com](http://www.freefu.com).

Freefu.com is a nationwide database of free offers in categories such as - food and drink, entertainment, services and stuff, with an additional category featuring employment opportunities. With no fees or memberships required, freefu.com allows anyone to “find the free, for free” and every business can “advertise the free, for free”. “Although traditional advertising is still greatly effective, it can be quite costly, and that is why freefu.com was created. We want to give every business that offers a free product or service an opportunity to advertise it for free”, said Christopher Llorca, Vice President of IDEC Interactive Inc.

Designed based on the freemium business model, freefu.com is an innovative, interactive and revolutionary way for businesses to advertise a free product or service via a - social network system - and for anyone to search and use the offers for free. Allowing businesses the ability to add or remove offers based on their actual business dynamics at any given time, provides business owners and managers with a powerful real-time advertising tool, that is completely free.

Finding offers locally or nationwide on freefu.com was made simple by the three step search process. After an offer is found, the ability to use and/or share the offer is made easy by utilizing features such as a link to the advertisers website, a map to the business, the ability to email the advertiser, print a coupon, post the offer to a social media site, add an event to a calendar and email the offer to a friend. With all of these options, consumers are given many free tools to help them patronize an advertised business.

Starting January, 2011, Daily fuDeal\$ will be featured on the home page of freefu.com in 25 select US markets. These deals are geo-zoned and will appear only to users located in one of the zones. IDEC Interactive will be adding new Daily fuDeal markets monthly based on requests received from advertisers and consumers. All businesses are encouraged to submit a request for a Daily fuDeal offer. For more information on the Daily fuDeal\$, a list of available cities and submission instructions, please visit [www.freefu.com/fudeals](http://www.freefu.com/fudeals).

### **About IDEC Interactive, Inc**

IDEC Interactive Inc. is dedicated to providing unique and innovative solutions to help connect businesses with consumers. Founded in 2009, IDEC’s mission is to develop new technologies and create interactive tools to provide an enhanced web experience for all users. IDEC Interactive Inc. is based in Naples, FL. For more information, visit [www.idecinteractive.com](http://www.idecinteractive.com).

### **Contacts:**

Media Contact:  
Chris Llorca  
239-206-1745  
[chris@freefu.com](mailto:chris@freefu.com)