



June 2, 2014

Groupon Wants to Give Your Dad a Trip to Ireland to Visit an Iconic Brewery

Share Your Dad's Best Dad-Speak to Enter to Win

CHICAGO--(BUSINESS WIRE)-- Groupon (NASDAQ: GRPN) (<http://www.groupon.com>) today launched its Father's Day Gift Shop at <http://www.groupon.com/fathers-day>, complete with fishing trips, tools, restaurant deals, electronics and a contest to win a trip to Ireland to enjoy the majesty and lush landscape of the Emerald Isle and tour a world-famous brewery.

No one in the average American household wields more at-the-ready adages than Dad. Whether it's, "In my day, we didn't have safety nets or cell phones," or "I'm so hungry, I could eat my arm," or "You're going to like it, whether you like it or not!" Dad's dad-isms never disappoint. Now Groupon wants to reward one spectacular Dad--and his classic Dad-speak--with a trip to Ireland, the birthplace of blarney.

To enter, customers simply share a photo of their favorite dad (or a photo of something that reminds them of their dad, like a hat or his comfy chair), at <http://www.groupon.com/coupons/fathers-day>. Then add a caption of his most popular dad-ism. After submitting the entry, customers are encouraged to rally their friends to vote for their favorites. Groupon will choose a grand-prize winning dad based on creativity and quality of the photo, as well as the creativity and originality of the caption from the 10 submissions with the most votes.

The grand-prize winning captioned photo will receive a Groupon Getaway* for two to Ireland valued at \$8,000. Four additional entrants will be chosen randomly to win \$100 in Groupon Bucks each--two entrants will be chosen from the remaining 10 submissions with the most votes and two entrants will be chosen from all submissions.

Grand prize includes:

- Round trip airfare for two to Dublin, Ireland
- Five-star accommodations at Ashford Castle (two nights), Adare Manor (2 nights), Four Seasons Hotel Dublin (2 nights) and a Heritage Golf & Spa Resort (1 night)
- Tour of world-famous Irish brewery
- Complimentary tours, golfing, car rental and more

In addition to the contest, Groupon's [Father's Day Shop](#) is packed with a wide variety of gift options to celebrate dads this year. Categories include [Sports](#), [Dude Food](#), [Tech & Gadgets](#), [Popular Gifts](#), [Clothing & Accessories](#), [Grooming & Spa](#), [Home & Auto](#), [Photo & Personalized](#) and [Under \\$50](#). Unique [experiences](#) are also featured in the Father's Day Shop, including a [flight simulator](#) dogfighting session in Chicago, a [military vehicle experience](#) at Drive A Tank, Inc. near Minneapolis and [private helicopter lessons](#) in New York.

About Groupon

Groupon (NASDAQ: GRPN) is a global leader of local commerce and the place you start when you want to buy just about anything, anytime, anywhere. By leveraging the company's global relationships and scale, Groupon offers consumers a vast marketplace of unbeatable deals all over the world. Shoppers discover the best a city has to offer on the web or on mobile with Groupon Local, enjoy vacations with Groupon Getaways, and find a curated selection of electronics, fashion, home furnishings and more with Groupon Goods.

Groupon is redefining how traditional small businesses attract, retain and interact with customers by providing merchants with a suite of products and services, including customizable deal campaigns, credit card payment processing capabilities, and point-of-sale solutions that help businesses grow and operate more effectively. To search for great deals or subscribe to Groupon emails, visit www.Groupon.com. To download Groupon's five-star mobile apps, visit www.groupon.com/mobile. To learn more about the company's merchant solutions and how to work with Groupon, visit www.GrouponWorks.com.

*NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Void where prohibited by law. This is a skill-based contest. Contest only open to legal residents of the 50 U.S. or D.C., 21+. Entry period begins: 11:59 p.m. CT on 5/29/14 and ends at 11:59 p.m. CT on 6/15/14. When selecting the winner, sponsor-selected judges will review submissions based on the following criteria: (a) 40% creativity of the photo; (b) 20% quality of the photo; and (c) 40% creativity and originality of the caption of the dad-ism or dad's saying. ARV of all prizes: \$10,000. Subject to Official

Rules (click to link). Sponsor: Groupon, Inc., 600 W. Chicago Ave., Suite 400, Chicago, IL 60654.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140602006021/en/>

Press Contact:

Groupon
Tim DeClaire, 312-459-5720
tdeclaire@groupon.com

Source: Groupon

News Provided by Acquire Media