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Groupon Acquires Channel Management Provider CommerceInterface

CHICAGO--(BUSINESS WIRE)-- Groupon (<http://www.groupon.com>) (NASDAQ: GRPN) announced today it has acquired CommerceInterface (<http://www.commerceinterface.com>), a leading provider of web-based channel management technology that helps manufacturers, distributors and retailers succeed at managing their businesses and selling online. Terms of the deal were not disclosed.

Groupon has used CommerceInterface technology since April 2012 to streamline operations of the growing Groupon Goods platform and automate interactions with thousands of existing vendors. The acquisition enables Groupon to leverage infrastructure provided by CommerceInterface to support and optimize the Groupon Goods business around the world in 2013.

"CommerceInterface has proven to be an important piece of Groupon Goods infrastructure in the U.S., quickly and reliably streamlining the execution of orders and other vendor interactions," said Faisal Masud, head of Groupon Goods. "We look forward to enhancing our abilities to better support merchants overseas beginning early next year."

CommerceInterface will no longer service other retail channels and current customers will have the option to transition to other vendors over the next six months with migration support from the company.

In Q3 2012, Groupon Goods reached an annual run rate of nearly \$1.5 billion in global billings. A wide variety of high quality inventory is featured, from diamond jewelry and designer sunglasses to mattresses, computer tablets, 3D HD televisions and the giant radio-controlled flying shark. New items are added every day of the week and often sell out. To find the perfect holiday gift or subscribe for email updates, visit <http://www.groupon.com/goods>.

About Groupon

[Groupon](http://www.groupon.com) (NASDAQ: GRPN) is a global leader in local commerce, making it easy for people around the world to search and discover great businesses at unbeatable prices. Groupon is reinventing the traditional small business world by providing merchants with a suite of products and services, including customizable deal campaigns, [credit card payments processing](#) capabilities and [point-of-sale solutions](#) to help them attract more customers and run their operations more effectively. By leveraging the company's global relationships and scale, Groupon offers consumers incredible deals on the best stuff to eat, see, do, and buy in 48 countries. With Groupon, shoppers discover the best a city has to offer with [Groupon Local](#), enjoy vacations with [Groupon Getaways](#), and find a curated selection of electronics, fashion, home furnishings and more with [Groupon Goods](#). To subscribe to Groupon emails, visit www.Groupon.com. To learn more about the company's [merchant solutions](#) and how to [work with Groupon](#), visit www.GrouponWorks.com.

Forward-Looking Statements

This announcement contains forward-looking statements that involve risks and uncertainties, and actual results could differ materially from those discussed. Factors that could cause or contribute to such differences include, but are not limited to, the factors included under the headings "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in the company's Annual Report on Form 10-K for the year ended December 31, 2011 and subsequently filed quarterly reports filed with the Securities and Exchange Commission, copies of which may be obtained by visiting the company's Investor Relations web site at <http://investor.groupon.com> or the SEC's web site at (www.sec.gov). You should not rely upon forward-looking statements as predictions of future events. Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee that the future results, levels of activity, performance or events and circumstances reflected in the forward-looking statements will be achieved or occur. Moreover, neither we nor any other person assumes responsibility for the accuracy and completeness of the forward-looking statements. We undertake no obligation to update publicly any forward-looking statements for any reason after the date of this press release to conform these statements to actual results or to changes in our expectations.

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