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## Groupon Names the Top 10 Places with the Friendliest Local Businesses

*Annual Best of Groupon list honors customer favorites and top sellers*

CHICAGO--(BUSINESS WIRE)-- Today Groupon unveiled its annual Best of Groupon list (<http://gr.pn/bestofgroupon2015>), which celebrates local businesses across North America for outstanding service and the popularity of their Groupon campaigns. Less than 5 percent of merchants who work with Groupon receive the Best of Groupon honor and are identifiable to consumers through special badging on their Groupon deal and merchant pages. In recognition of this annual distinction, Groupon analyzed customer satisfaction ratings to determine which places had the friendliest local businesses in North America.\*

"We're proud to feature so many great locally owned businesses in our marketplace, and it's exciting to have the chance to showcase those top merchants who've delivered unbeatable service to their customers," said Jay Klauminzer, vice president of local deals, Groupon.

The top 10 markets with the friendliest local businesses -- the highest percentage of merchants with a 95 percent satisfaction rating or higher from Groupon users -- include:

1. Albuquerque, N.M.
2. Madison, Wis.
3. Boise, Idaho
4. Portland, Maine
5. Lansing, Mich.
6. Napa/Sonoma, Calif.
7. Greensboro/Winston-Salem, N.C.
8. Cincinnati
9. Birmingham, Ala.
10. Saskatoon, Saskatoon, Canada

Best of Groupon merchants span a wide range of geographies and industries, including health and beauty, food and drink, travel and activities-based businesses. And for the first time, Groupon is featuring some of the most popular Groupon Goods vendors as part of the Best of Groupon list.

In addition to highlighting the markets with the friendliest local businesses, Groupon also analyzed 2014 trends to determine which places have the highest percentage of adrenaline junkies, caffeine drinkers and skincare enthusiasts, among others. To see if your city made any of these lists, please visit <http://www.groupon.com/articles/the-nations-best-in-food-friendliness-and-more>.

\*Based on 2014 customer post-redemption surveys

### 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](http://www.Groupon.com). To download Groupon's five-star mobile apps, visit [www.groupon.com/mobile](http://www.groupon.com/mobile). To learn more about the company's merchant solutions and how to work with Groupon, visit [www.GrouponWorks.com](http://www.GrouponWorks.com).

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