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ideel Sees Significant Expansion of Fashion and Apparel Marketplace

Booming active deal count driving new customers, higher billings

NEW YORK--(BUSINESS WIRE)-- Today, ideel (www.ideel.com), a leading online and mobile fashion and lifestyle destination for style-savvy shoppers, announced that it has seen strong December demand and a huge Black Friday weekend, capping a period* of growth and expansion. Since the end of Q1, billings and active customers have grown more than 15 percent and the number of branded sales, curated events, campaigns and products has increased more than 400 percent. Since being acquired by Groupon earlier this year, ideel has been expanding its offerings in women's and men's apparel, shoes and home decor, helping it become one of the fastest growing flash sale apparel sites in North America.

"In 2014, we've seen a great response from customers as we've significantly expanded our offers to deliver even more world-class brands at an incredible value," said Lisa Kennedy, president of ideel. "As a result, we're seeing more and more shoppers inspired by our curated selection of the latest trends in fashion coming to us through our website and mobile app to score huge savings."

The leading categories of growth for ideel include: women's ready-to-wear items such as dresses (both day and evening), sweaters, active and intimate apparel, accessories like designer handbags, sunglasses, watches and jewelry, shoes (especially boots) and men's shirts and sweaters.

Some of the best-selling 2014 holiday shopping branded sales and curated events on ideel have included:

- Branded Sales - Australia Luxe, Beats by Dre, Free People, Nespresso, Tahari,
- Curated Events - [Best Trends of 2014](#), Holiday Obsessions, The Holiday Style Report

"Ideel's number one priority has always been to create the quintessential shopping experience at an amazing value for our customers, and during this holiday season we have delivered just that," said Kennedy. "Our customers have responded with enthusiasm and will continue to value ideel's ability to bring them style every day, every season, at a remarkable price into 2015 and beyond."

For more information about ideel, please visit www.ideel.com. To download ideel's iPhone, iPad and Android apps, please visit <http://www.ideel.com/mobile>

*End of Q1 through November

About ideel

Ideel offers its customers online and mobile access to designer brands at up to 70 percent off retail every day. Ideel's limited-time sales feature the most sought-after brands in women's apparel, shoes, beauty and accessories, plus must-haves for men and home. Ideel has brought the world its inspired take on fashion, style and the best trends since 2006 and officially joined the Groupon family in January 2014. Ideel is headquartered in New York City. For more information about ideel, please visit www.ideel.com. To download ideel's mobile apps, please visit <http://www.ideel.com/mobile>.

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.

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 Groupon's Annual Report on Form 10-K and subsequent Quarterly Reports on Form 10-Q, copies of which may be obtained by visiting the Groupon'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 Groupon and Ideel believe that the expectations reflected in the forward-looking statements are reasonable, it 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 Groupon, Ideel nor any other person assumes responsibility for the accuracy and completeness of the forward-looking statements. Neither Groupon nor Ideel undertakes any 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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20141222005468/en/>

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