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Groupon Gives Customers \$100 Million in Groupon Bucks for Black Friday

Customers Across America Will Receive Groupon Bucks on Nov. 29

CHICAGO--(BUSINESS WIRE)-- Groupon (NASDAQ: GRPN)(<http://www.groupon.com>) is pairing the biggest shopping day of the year with its largest-ever promotion, putting \$100 million in Groupon Bucks in the hands of tens of millions of subscribers on Black Friday.

Groupon is giving select customers individual amounts up to \$5,000 in Groupon Bucks. In addition, one specially selected customer will receive \$25,000 in Groupon Bucks to use towards a year-long Groupon shopping spree -- that's enough to buy a local Groupon every day for a year, an unforgettable Groupon Getaways and a full wish list from Groupon Goods. In the unlikely event the customer needs something that's not available on Groupon, we're also giving the customer \$5,000 in cash.

"With more than 65,000 great deals and the biggest Groupon promotion ever, we're giving our customers the chance to skip the lines and save even more cash on Black Friday by checking Groupon first," said Rich Williams, senior vice president of global marketing for Groupon.

Current customers can sign into Groupon.com on Black Friday to see a message announcing if they've received Groupon Bucks.

For people who had not yet subscribed with Groupon before Nov. 26, there's still a way to have some Black Friday fun. Subscribe at Groupon.com on Black Friday to receive \$5 in Groupon Bucks toward any purchase* made that day through the website.

Customers who receive \$500 or less in Groupon Bucks will have until 11:59 pm PST on Black Friday, Nov. 29, 2013, to use their Groupon Bucks on any one item*. Customers who receive \$5,000 in Groupon Bucks have until Dec. 31, 2013 to use their Groupon Bucks. The customer who receives \$25,000 in Groupon Bucks will have until Dec. 31, 2014 to use their Groupon Bucks.

Groupon recently opened its Holiday Gift Shop, featuring fantastic deals for the holiday season, specifically designed for gifting. The Groupon Holiday Gift Shop, located at <http://www.groupon.com/gifts> or on the Gift Shop tab on the mobile app, offers top national and local deals as well as premium brands available on Groupon Goods, great travel deals at Groupon Getaways and exciting ticketed events. No matter what's on the list, checking Groupon first is essential to getting the best deals for the holidays.

The Holiday Gift Shop appears in Groupon's recently redesigned website as well as new versions of its popular iPhone, Android and iPad mobile apps. The latest versions of the website and mobile apps all provide a brand new way to shop Groupon, making it simple for customers to search through Groupon's tens of thousands of offers to find the exact deal they want and use their Groupon Bucks today.

About Groupon

Groupon (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 deals, 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.

* excludes Groupon Getaways Market Pick hotels.

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