



June 14, 2013

Groupon's G-Pass Reaches One Million Redemption Milestone on Deals for Live Events

CHICAGO--(BUSINESS WIRE)-- Groupon (NASDAQ: GRPN) (www.groupon.com) today announced that, since its inception in April of 2012, G-Pass has allowed one million Groupon customers to bypass the box office line and head straight into the venue to enjoy their favorite band, take in an off-broadway show or cheer on the home team. The G-Pass ticketing system grants purchasers direct admission to events, eliminating the need to visit the box office to pick up tickets before entering a venue.

"Perfecting the customer experience is always a top priority Groupon," said Greg Rudin, VP and general manager at Groupon. "G-Pass simply allows customers to worry less about getting into the venue and focus more on enjoying the event. And at the same time, it helps alleviate stress on box office partners."

G-Pass has been adopted by hundreds of merchants across the United States and Canada, spanning categories such as music, sports, arts and theater and family events. For subscribers, this means access to presale opportunities, premium tickets and packages that enhance the experience, as well as access to some of the most sought-after events in the best venues. Gaining momentum, G-Pass has already issued more than 700,000 tickets so far this year; some of the noteworthy G-Pass deals include:

- [Seattle Mariners home game](#)
- [Pitbull and Ke\\$ha concert in Chicago](#)
- [Blue Man Group in Boston](#)
- [The Joffrey Ballet's "Othello"](#)
- ["Spider-Man Turn Off The Dark" in New York](#)
- [Bon Jovi: Because We Can - The Tour in North Jersey](#)

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.

Groupon

Erin Yeager
312-999-3434

eyeager@groupon.com

Source: Groupon

News Provided by Acquire Media