



Groupon Launches in Thailand

Industry Pioneer Expands its Asia Presence

BANGKOK--(BUSINESS WIRE)-- Groupon (NASDAQ: GRPN), the pioneer and global market leader in local commerce, today announced the launch of Groupon Thailand. Through www.mygroupon.co.th, customers in Thailand can easily discover and take part in the best experiences, including the best stuff to do, eat, see and buy.

Initially launching in Bangkok, the company plans to expand into additional Thai cities over time. Thailand is the 47th country outside the United States where Groupon has launched operations.

"We are very excited to expand the benefits of Groupon to customers and merchants in Thailand," said Damian Kemner, CEO of Groupon Thailand. "Groupon allows Thai consumers to experience a wide range of amazing offers and experiences they won't find anywhere else. With our selected merchants, we create exclusive campaigns that allow them unparalleled access to our customer base while gaining market exposure to drive new business."

Since its launch in November 2008, Groupon has transformed local commerce by providing merchants around the world an unprecedented marketing platform to attract new customers and manage and grow their businesses. The company has partnered with hundreds of thousands of businesses globally and currently maintains base of over 33 million active customers, who have purchased at least one Groupon in the previous year.

To explore a wide variety of deals and subscribe to Groupon Thailand, visit www.mygroupon.co.th. Merchants interested in featuring their business on Groupon Thailand, can contact b2b@mygroupon.co.th.

About Groupon

Groupon, launched in November 2008 in Chicago, USA, features a daily deal on the best stuff to do, eat, see and buy in 48 countries around the world. Groupon works with selected business partners to create a win-win proposition for business and consumers, delivering more than 1,000 daily deals globally. To subscribe for the best deals in your city, visit www.mygroupon.co.th.

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