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Groupon Offers Broadway's Hottest Shows with Broadway Inbound Partnership

CHICAGO--(BUSINESS WIRE)-- Today Groupon (<http://www.groupon.com>) (NASDAQ: GRPN) announced a partnership with Broadway Inbound (<http://www.broadwayinbound.com>), the business-to-business ticketing platform for all Telecharge (<http://www.telecharge.com>) Broadway and Off-Broadway events. Via the arrangement, GrouponLive, Groupon's live entertainment division, gains the ability to process customers' orders through the Broadway Inbound system, granting subscribers access to special ticket prices for top Broadway and Off-Broadway musicals, plays and concerts.

The first GrouponLive deal to kick off the partnership starts today with an offer for tickets to *Kinky Boots* (<http://www.kinkybootsthemusical.com>). The electrifying new musical brings together four-time Tony® Award-winner Harvey Fierstein and Grammy® Award-winning rock icon Cyndi Lauper. Groupon is the exclusive daily deals site to offer tickets to *Kinky Boots* this holiday season.

"GrouponLive is proud to feature Broadway Inbound inventory to bring our customers the excitement and thrills of Broadway," said GrouponLive General Manager, Greg Rudin. "Groupon subscribers already enjoy exclusive access to arts events across the country, and we look forward to offering even more of today's hit shows, like *Kinky Boots*, thanks to this partnership."

The *Kinky Boots* deal will feature both orchestra and mezzanine seating options at the Al Hirschfeld Theatre and will be available through the Groupon website (www.groupon.com/gifts) as part of Grouponicus, Groupon's third annual ancient wintertime celebration.

About GrouponLive

GrouponLive launched in May 2011 as a joint venture between Groupon and Live Nation Entertainment to offer some of the world's best deals on local entertainment. Events include: college or professional sports, family entertainment, musicals and plays, concerts at smaller, intimate venues to some of the top shows at arenas and stadiums. These offers are sold exclusively through Groupon's featured local daily deals channel at www.groupon.com and via Groupon's mobile app.

About Groupon

[Groupon](http://www.groupon.com) (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 deal campaigns, [credit card 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.

About Broadway Inbound

Broadway Inbound is a Shubert Organization company specializing in travel industry and wholesale ticket distribution for Broadway, Off Broadway and live theatrical events around the United States. Broadway Inbound provides various technologies to give wholesale partners access to extensive inventory directly from venue box offices' primary ticketing systems including its sister company, [Telecharge.com](http://www.telecharge.com). Unparalleled experience in wholesale theatre ticketing, marketing and operations makes Broadway Inbound a perfect partner for distributors in travel and other industries.

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