

Groupon Hires Tony Award-Winning Broadway Producer Hugh Hysell to Lead National Broadway and Live Arts for GrouponLive

CHICAGO--(BUSINESS WIRE)-- Groupon (NASDAQ: GRPN) (<http://www.groupon.com>) today announced that it has hired Tony Award-Winning Broadway producer, Hugh Hysell, to lead National Broadway and Live Arts for GrouponLive. In addition to producing the Broadway productions of *Vanya and Sonia and Masha and Spike* and *Peter and The Starcatcher*, Hysell has marketed more than 200 Broadway and Off Broadway shows with his company HHC Marketing. While at HHC, he also served as the national sales director for BroadwayBox.



"Our customers love live theater," said Greg Rudin, General Manager of GrouponLive, "We're thrilled that Hugh is joining the team to help us bring even more great performances to Groupon customers."

Launched in May 2011, as a joint venture between Groupon and Live Nation Entertainment, GrouponLive offers some of the world's best deals in live entertainment, including arts and theater, concerts, sporting events and family entertainment. Under Hysell's leadership, GrouponLive will continue to provide theaters an effective platform to reach new and existing theater fans.

Chris Boneau, partner at the theatrical press agency Boneau/Bryan Brown said, "Hugh has a unique perspective from his history as both a Broadway marketer and producer. Combined with his experience as the sales director of BroadwayBox, he's the perfect choice to be Groupon's sales leader in the Broadway market. Bringing his keen marketing skills and awareness as a producer will allow him to make the deals that will satisfy both the productions and Groupon's consumer base. He's well liked in this community and his understanding of the complexity and unique needs for every show make him a great addition to the Groupon team."

"The theatrical industry depends on great sales partners and I am looking forward to working with Groupon in the future," said Broadway Producer Jayson Raitt. "I can't think of anyone more passionate about theatre and the arts than Hugh Hysell, and no one is better to help grow audiences and sales partners. He's done that for me on my shows!"

Broadway producer Eva Price adds, "Hugh Hysell is the perfect choice to expand Groupon's business in the theatrical landscape."

Tony Award-Winning Broadway producer, Hugh Hysell, who joins Groupon to lead National Broadway and Live Arts for GrouponLive. (Photo: Business Wire)

Scott Newsome, general manager and partner at Brierpatch Productions said, "A theatrical production's success often comes from working with many different sales partners, including discount platforms. We are

thrilled to hear that Hugh is moving to Groupon, and we look forward to working with him."

Hysell is a Tony Award®-winning Broadway producer, award-winning marketer and actor. His Broadway producing projects include *Vanya and Sonia and Masha and Spike* (2013 Tony Award® for Best Play), *Peter and the Starcatcher* (winner of 5 Tony Awards), and *Impressionism*. He most recently served as the Director of Marketing and Development for NYU Skirball Center for the Performing Arts. As President of HHC Marketing (2012-2013) Hysell provided marketing services for more than 200 Broadway and Off Broadway shows. Hugh and HHC Marketing were awarded the Globes Award for "Best Small Budget Campaign in the World" for creating the Guinness World Record setting "Largest Coconut Orchestra" for *Monty Python's Spamalot*. He serves on the Metropolitan Museum of Art's Multicultural Diversity Action Committee and is an Adjunct Associate Professor at Columbia University. He has provided pro bono services to Broadway Cares Equity Fights Aids, HRC, GLAAD, QSAC and The Commercial Theater Institute. He is a founding member of The Off Broadway Alliance and currently serves as a Nominator for the Off Broadway Alliance Awards. Hugh has working relationships with many Broadway and Off Broadway producers, general managers, advertising, press and marketing agencies, as well as many of Off Broadway's finest creative artists.

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 deals channel at www.groupon.com and via Groupon's mobile app.

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.

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