



November 13, 2013

It's Our Birthday. Here's \$5 Million. Love, Groupon.

Check Groupon Now! Lucky Customers Have Until 5 p.m. PST to Use Their Groupon Bucks!

CHICAGO--(BUSINESS WIRE)-- Groupon (NASDAQ: GRPN) (<http://www.groupon.com>) today announced one of its biggest birthday celebrations yet: \$5 million for Groupon customers to salute the big 0-5. Today, Groupon is giving out \$5 million in Groupon Bucks to customers, in individual amounts up to \$5,000. Customers can go to [Groupon.com](http://www.groupon.com) from their computers or mobile app, sign in and check the homepage to see if they've received Groupon Bucks. More than one million people will find a Groupon Bucks surprise today.

"Our success over the past five years would not have been possible without the support of our customers, who wholeheartedly embraced our passion for discovering the best things to do, see, eat and buy in their local communities," said Eric Lefkofsky, CEO of Groupon. "As we reach this milestone, we want to stop for a moment and say thanks for checking Groupon first."

Customers are encouraged to log into their Groupon accounts today via the app or [Groupon.com](http://www.groupon.com). Once logged in, a message will appear announcing whether or not they've received Groupon Bucks. The lucky customers who receive \$5,000 in Groupon Bucks have until Dec. 31, 2013 to use their Bucks. Customers who receive any denomination less than \$5,000 have until 5 p.m. PST today to use it on any one purchase.

Today's celebration follows the recent opening of Groupon's Holiday Gift Shop, featuring fantastic deals on things to do, see, eat and buy for the holiday season. 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.

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