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Groupon Adds Freebies Category to Marketplace — Making Holiday Shopping Easier and More Affordable for Consumers

Tens of thousands of coupons from leading national brands

CHICAGO--(BUSINESS WIRE)-- Today Groupon (www.groupon.com) announced the launch of Freebies (www.groupon.com/freebies), a new category in its ecommerce marketplace that provides shoppers with an easy way to save money in the online stores of their favorite brands. Freebies will include digital coupons, promotion codes, sales, giveaways and samples.

After a successful beta, Freebies and offers from more than 5,500 brands are now available to everyone in the United States. To help celebrate the launch of Freebies, Groupon is offering digital coupons for the following household names:

- American Eagle - <http://www.groupon.com/coupons/stores/ae.com>
- Best Buy - <http://www.groupon.com/coupons/stores/bestbuy.com>
- Macy's - <http://www.groupon.com/coupons/stores/macys.com>
- Nordstrom - <http://www.groupon.com/coupons/stores/nordstrom.com>
- Sephora - <http://www.groupon.com/coupons/stores/sephora.com>

"We want to save customers money everywhere they shop — whether it's their local coffee shop or a large department store," said Rich Williams, senior vice president of global marketing. "With top brands, a huge selection and exclusive offers, Freebies is another reason to always check Groupon first."

Freebies is initially launching in the United States, with plans to expand to key international markets in 2014. Merchants interested in advertising through the category can send an email to couponadvertising@groupon.com.

Even if you're just looking for a coupon for [all the tap water you care to drink](#) or [one brisk walk \(but not too brisk, just brisk enough\)](#) — Freebies has something for everyone.

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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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20131120005800/en/>

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