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Groupon Concept Store Arrives in Hong Kong

Physical Store Creates Ultimate Customer Experience

HONG KONG -- (Marketwire) -- 11/19/12 -- [Groupon](#)'s (NASDAQ: GRPN) first Concept Store in Hong Kong opened its doors today for the first time enabling customers to experience the Groupon lifestyle in a tangible interactive way.

Located in Soundwill Plaza in the heart of Causeway Bay's shopping area, the Groupon Concept Store will offer customers a platform to redeem lifestyle products, test the products in a physical environment and offer an unparalleled customer experience bridging the gap between online and the offline world. To welcome early-bird customers, the first ten to answer mystery questions correctly at the Concept Store will win an iPhone 5 and the first 1,000 redeeming products at the store will receive 50 Groupon credits.

As part of its opening celebration, Groupon has scattered flash mob dancers throughout Hong Kong within the past week, ending with a final dance in front of Times Square just before a traditional Green Lion Dance to officially mark the opening of the store. The Groupon Concept Store which has 4,000 square feet of floor space, mirrors every aspect of the website's rich content, giving a physical expression of the brand. More than just a place for picking up lifestyle products that were purchased from the Groupon website, the Store provides customers with iPads to browse, purchase, print and redeem their Groupon vouchers on the spot, creating an ecosystem in itself.

"We've found many customers prefer picking up their Groupon products opposed to delivery in Hong Kong and as part of our commitment to our customers and the customer experience, the Groupon Concept Store is now launched. The Groupon Concept Shop located in Soundwill Plaza also showcases selected products which will be made available for immediate purchase via the Groupon website on our iPads," said Danny Yeung, Chief Executive Officer and Founder of Groupon Hong Kong. "The store reinforces our commitment to bringing more value and a better experience to customers in Hong Kong."

The store's design incorporates resplendent colors and a large 'G' logo to mark its location. The store will host more than 15 service personnel at the Groupon Concept Store, which is dedicated to providing more efficient service and shorter waiting times. Customers will find it easier to redeem and pick up their Groupon products purchased on the website, and friendly staff will address any queries that customers may have on-site.

The Groupon Shop is located at 3/F, Soundwill Plaza, Causeway Bay (opposite to Times Square), and is open from 10am to 9pm from Monday to Sunday including public holidays. For more information about Groupon Concept Store, please visit its website at <http://www.groupon.hk/> or its Facebook page at <http://www.facebook.com/GrouponHK>.

Photos

<http://release.media-outreach.com/i/665>

<http://release.media-outreach.com/i/666>

Company Logo

<http://release.media-outreach.com/i/664>

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 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 Hong Kong, shoppers in Hong Kong discover the best a city has to offer

with Hong Kong Deals and Goods, enjoy vacations with Getaways Deals, and find a curated selection of luxury products with Groupon Premium.

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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