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## **Groupon Rewards Launches Nationwide, Driving Repeat Business for Local Merchants**

CHICAGO--(BUSINESS WIRE)-- Today Groupon (<http://www.groupon.com>) (NASDAQ: GRPN) announced the nationwide launch of Groupon Rewards (<http://www.groupon.com/Rewards>), an easy-to-use loyalty program for merchants that enables them to offer customers special Rewards for repeat business. After a successful pilot program in Philadelphia, Groupon Rewards is now open to U.S. merchants, regardless of whether or not the business has previously run a Groupon deal.

Groupon Rewards stimulates repeat business and customer loyalty for merchants, without the hassles of check-ins, extra apps, key fobs or punch cards. Consumers automatically earn Rewards just by using any major credit card saved in their Groupon profile when they eat, shop and explore their favorite local spots. Once a customer spends an amount pre-determined by the merchant, a Reward is unlocked to use during a future visit. Rewards works seamlessly with merchants' existing point-of-sale systems, allowing business owners to avoid expensive upfront investments and focus on operations as usual while Groupon does the work.

"We believe this is the easiest Rewards program in the world for both merchants and consumers," said Jay Hoffmann, General Manager, Groupon Rewards. "Merchants can leverage the power of Groupon's active customer base to launch a loyalty program with real impact, using the systems they already have in place. And thanks to the scale of Groupon's network of high quality local businesses, consumers can enjoy increased savings from a wide variety of merchants in their backyard and all over the U.S."

"Groupon Rewards helps us convert more of our clientele into regular, long-term customers, said Randy Currie," owner of five Currie Day Spas in the Philadelphia area. "We find the program very easy to use, and the data we receive back helps us better understand consumer purchase behavior and the overall effectiveness of our marketing campaigns."

Preliminary data points to Groupon Rewards customers becoming even more loyal than organically acquired customers, further stimulating business for merchants. In addition, merchants can access detailed analytics within the Merchant Center on [Groupon.com](http://www.groupon.com), which encompasses customer spend history, frequency of visits and the number of Rewards earned and redeemed.

Groupon Rewards joins Groupon's daily deals and Groupon Now! real-time deals to create the first complete suite of marketing services for local businesses, adding a retention solution to the existing customer acquisition and yield management offerings. Merchants interested in registering for the program can visit <http://www.groupon.com/merchants/Rewards>. Consumers can learn more and enroll at <http://www.groupon.com/joinRewards>.

For images and video, please visit <http://www.thenewsmarket.com/grouponrewards>.

### **About Groupon**

Groupon, launched in November 2008 in Chicago, features a daily deal on the best stuff to do, eat, see and buy in 48 countries around the world. Groupon uses collective buying power to offer huge discounts and provide a win-win for business and consumers, delivering more than 1,000 daily deals globally. To subscribe for the best deals in your city, visit <http://www.groupon.com>. To learn how to become a featured business, visit <http://www.grouponworks.com>.

### **Forward-Looking Statements**

This announcement contains forward-looking statements that involve risks and uncertainties, and actual results could differ materially from those discussed. Factors that could cause or contribute to such differences include, but are not limited to, the factors included under the headings "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in the company's Annual Report on Form 10-K for the year ended December 31, 2011, filed with the Securities and Exchange Commission, copies of which may be obtained by visiting the company's Investor Relations web site at <http://investor.groupon.com> or the SEC's web site at [www.sec.gov](http://www.sec.gov). You should not rely upon forward-looking statements as predictions of future events. Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee that the future results, levels of activity, performance or events and circumstances reflected in the forward-looking statements will be achieved or occur. Moreover, neither we nor any other person assumes responsibility for the accuracy and completeness of the forward-looking statements. We undertake no obligation to update publicly any

forward-looking statements for any reason after the date of this press release to conform these statements to actual results or to changes in our expectations.

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