

Groupon Names Parker Barrile Senior Vice President of Product

Joins from LinkedIn; Will lead Web, Mobile and Design

CHICAGO--(BUSINESS WIRE)-- Groupon today announced Parker Barrile as its Senior Vice President of Product. He will lead Groupon's global product teams focused on web, mobile and design.



"Parker brings tremendous value to Groupon both as an entrepreneur and an established, effective product leader in global tech organizations," said Groupon CEO Eric Lefkofsky. "He will help us evolve our local commerce platform to further engage our customers and help make Groupon a premier online shopping destination."

Barrile joins Groupon from LinkedIn where he was VP of Product Management and led teams for several of the company's core monetization products including Talent Solutions, Premium Subscriptions and the Payments Platform. During his five years at LinkedIn, Barrile was instrumental in building consumer and enterprise products that today generate more than \$1 billion in annual revenue.

"Groupon has an impressive track record of product innovation and enormous potential," Barrile said. "I'm excited about the opportunity to revolutionize commerce in a way that empowers merchants and delights consumers."

Prior to LinkedIn, Barrile founded and served as the CEO of Predictify, a community-based prediction platform where members could make and vote on predictions regarding current events. He has also held roles at Google and Bain & Company.

Barrile will join Groupon's senior leadership team and will report to CEO Eric Lefkofsky. He will be based in Groupon's Palo Alto office, beginning in September.

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.

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, 2013 and subsequently filed quarterly reports 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). 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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140804006220/en/>

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