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Groupon Reserve Serves up Tasty Winnings to Participating Diners

Dine at a Groupon Reserve Restaurant in New York City for a Chance to Win

CHICAGO--(BUSINESS WIRE)-- Groupon (NASDAQ: GRPN) (<http://www.groupon.com>) today announced the "It Pays to Reserve" sweepstakes in New York City. Dine at a Groupon Reserve restaurant in New York City between Jan. 27 and Feb. 9, and share your experience on Facebook, Twitter or Instagram for a chance to win up to \$1,500 grand prize towards future Groupon Reserve meals. Ten second-prize winners will receive \$100 towards their next Groupon Reserve meal.

[Groupon Reserve](#) is a premium restaurant reservations service for high-end restaurants to fill empty tables by offering discounts of up to 40 percent. Reserve is the product of bringing the [Savored.com](#) reservations technology to Groupon's Web and mobile platforms and enables customers to save money at some of the best restaurants in the city. After making a free reservation on the [Groupon Reserve](#) website, or in the Reserve section of the Groupon mobile app, customers can then dine at the restaurant and receive a discount that is seamlessly applied to the bill (there are no vouchers).

How to enter the sweepstakes:

1. Make a free reservation for a restaurant in New York City on Groupon Reserve between January 27th and February 9th
2. Enjoy good food, good wine, good company and save up to 40% on your bill
3. Share a picture of your meal, the name of the restaurant and the discount using #GrouponReserve on [Twitter](#) or [Instagram](#), or directly on [Groupon's Facebook wall](#)

On February 10th, one diner will win a grand prize of \$1,500 towards future Groupon Reserve meals. Ten more diners will win \$100 each towards a future Groupon Reserve meal. For more information, go to the "[It Pays to Reserve](#)" page*.

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.

*No purchase necessary to enter or win. For more information and the official rules, go to <https://www.groupon.com/pages/it-pays-to-reserve>.

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