



October 2, 2014

## Groupon Launches Snap by Groupon™, a Free App that Pays People Cash to Shop

*One lucky shopper will win a year of free groceries for uploading a receipt through Nov. 11*

CHICAGO--(BUSINESS WIRE)-- Groupon ([groupon.com](http://groupon.com)) announced the launch of Snap by Groupon™ ([snap.groupon.com](http://snap.groupon.com)), a free app that pays people cash for buying featured grocery and consumer-packaged goods items each week at any supermarket or retailer in the United States and Canada. Starting today, Android and iPhone users can earn money when they buy an item listed in the app and take a picture of their receipt.\* To help celebrate the debut of Snap, people who download the app and use it to submit any grocery receipt through Nov. 11, 2014 can enter a sweepstakes to win a year of free groceries for an entire family, a value of \$13,000.\*\*

Snap features cash-back offers on a variety of everyday grocery items, ranging from basic staples such as bread and milk to personal care and household products such as diapers and cleaning supplies.

"Snap is the latest way that we're helping people discover new brands and save money on the things they buy every day," said Sean Smyth, vice president and general manager, Snap by Groupon. "We're using the power of smartphones to make couponing easier and more convenient while paying people to shop."

Shoppers can use Snap to build their own grocery shopping list within the app and add featured items they wish to purchase during their trip. After a user accumulates \$20 in cash back, they're eligible to cash out.

"Snap builds on Groupon's enormous mobile footprint of almost 92 million global app downloads, while allowing brands to connect with shoppers in a far more personal and targeted way," Smyth added.

In addition to entering to win a year of free groceries, Snap users have access to the following introductory promoted items and brands:

- Any Gallon of Milk - \$1.00 cash back on any milk purchase
- Any Bread - \$1.00 cash back on any bread purchase over \$1.00
- Barilla - \$0.75 cash back on any Barilla Sauce
- Chobani - \$0.50 off Chobani Flips or Chobani Oats
- Country Crock or I Can't Believe It's Not Butter - \$1 cash back on any Country Crock or I Can't Believe It's Not Butter! spread
- PF Chang's Frozen Meals - \$1.00 cash back on any two meals, rice, or appetizers
- Hidden Valley - \$1.00 cash back on any Hidden Valley Bottled Salad Dressing
- Glad - \$1.00 cash back on any Glad Trash Bags
- Huggies - \$3.00 cash back on Huggies diapers and \$2.00 cash back on Huggies wipes, any variety

Users can easily refer family and friends to the app through Facebook and their email contact list, earning \$1 cash back for everyone that opens an account and redeems their first eligible offer. To download the free Snap by Groupon app, shoppers can visit the Google Play Store (<http://gr.pn/snap-android>) or iTunes App Store (<http://gr.pn/snap-iphone>). Snap is also available on the web at [snap.groupon.com](http://snap.groupon.com).

The sweepstakes ends at 11:59 p.m. CDT on Nov 11, 2014. The winner will be drawn on Nov 20, 2014.

### 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](http://www.Groupon.com). To download Groupon's five-star mobile apps, visit [www.groupon.com/mobile](http://www.groupon.com/mobile). To learn more about the company's merchant solutions and how to work with Groupon, visit [www.GrouponWorks.com](http://www.GrouponWorks.com).

\*Other terms and conditions apply and can be found [here](#).

\*\*NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Odds of winning depend on the total number of entries received. Void where prohibited by law. Sweepstakes only open to legal residents of the 50 U.S. or D.C. and Canada (excluding Quebec), 18+. Entry period ends: 11:59 p.m. CT on 11/11/14. Prize will be given in the form of an up-front check. ARV of prize: \$13,000 (based on USDA estimates for a family of 4 on a moderate-cost plan - <http://www.cnpp.usda.gov/USDAFoodPlansCostofFood/reports>). Subject to full [Official Rules](#). Sponsor: Groupon, Inc., 600 West Chicago Avenue, Ste. 400, Chicago, IL 60654.

Groupon and Snap by Groupon are trademarks of Groupon, Inc. All other marks are owned by their respective holders.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20141002005607/en/>

**Press Contact:**

Groupon  
Nick Halliwell  
[nhalliwell@groupon.com](mailto:nhalliwell@groupon.com)  
312.999.3806

Source: Groupon

News Provided by Acquire Media