

July 28, 2014

Groupon's Beauty Week Features Chance to Win Meet-and-Greet with Heidi Klum and Tim Gunn at Project Runway Finale

CHICAGO--(BUSINESS WIRE)-- Groupon (NASDAQ: GRPN) (<http://www.groupon.com>) today launched [Beauty Week](#), a week packed full of spectacular health, beauty and wellness deals, a Groupon Grassroots campaign, a sweepstakes for an epic experience, a second sweepstakes for a luxurious spa day hosted by Groupon's Favin the Beauty Maven and useful beauty advice and tips from fabulous beauty experts. To kick off the week, Groupon Grassroots is featuring a campaign to support [World Wildlife Fund](#). Each \$10 donation to the campaign grants donors one entry into a sweepstakes* for a chance to win an unforgettable trip for two to New York to attend the season finale fashion show of *Project Runway* and meet the series hosts, Heidi Klum and Tim Gunn.

Epic [Project Runway Sweepstakes](#) prize includes:

- Two tickets to the season finale of *Project Runway* on Friday, Sept. 5, 2014
- Meet and greet with series hosts Heidi Klum and Tim Gunn after the show
- Pre-show hair and makeup by the *Project Runway* team
- Coach airfare for two to New York City, departing Thursday, Sept. 4, and returning Sunday, Sept. 7
- Three-night stay in a junior suite at the 4-star DoubleTree by Hilton Metropolitan New York
- Ground transportation from NYC airport to hotel and from the hotel back to the airport

Groupon's Beauty Week features a wide selection of health, beauty and wellness deals that have been curated by Groupon's team of beauty experts. Offerings include:

- [Amore Blue Tourmaline Straightening Iron Set](#) (85% discount)
- [5- or 10-Piece Eye Majic Instant Eye Shadow Sets](#) (33% discount)
- [Facial at Gary Manuel Aveda Institute](#) in Seattle (up to 54% off)
- [Massage, Mani-Pedi or Facial from Valeo at JW Marriott](#) in Chicago (47% discount)
- [Day Spa visit at Crystal Spa](#) in Los Angeles (up to 57% off)
- [60-minute massage with aromatherapy from Energy Vibrations & Enrichment](#) in Atlanta (44% discount)

In addition to the Groupon Grassroots campaign and sweepstakes, Groupon's resident health, beauty and wellness expert, Favin the Beauty Maven is hosting a second sweepstakes** to win a trip for two to New York City complete with airfare, hotel accommodations, meals and a day of treatments at Asanda AVEDA Spa Lounge. Groupon subscribers can go to [Favin's Facebook page](#) to enter the sweepstakes.

To celebrate Beauty Week, Groupon has also joined forces with top beauty experts who will be posting videos featuring top beauty products that can be purchased at Groupon this week. Experts include [Kayla LaShae](#), [MelMphs Knows](#), [Makeup By Kimm](#), [Nabela Noor](#), [Laguna Beach Love 10](#), [Shades of Kassie](#), [Jay Jays Beauty Blog](#), [Coloured Beautiful](#), [Still Glamorous](#), [Coffee Break with Dani](#), [Lili Simply](#), [My Life as Eva](#).

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 donation is necessary to enter or win, and a donation will not increase your chances of winning. To enter without donation, you must handwrite on a 3x5 card labeled "Project Runway Sweepstakes Entry," your full name, complete address, home and daytime telephone number (including area code), e-mail address and date of birth (all of which must be legible) and mail it with proper postage to: "Project Runway Sweepstakes Entry," Groupon, Inc., 600 West Chicago Avenue, Ste. 400, Chicago, IL 60654. [See Official Rules](#) for additional requirements. 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., 18+. Entry period ends: 11:59 p.m. EST on 8/5/2014. ARV of prize: \$4,644.23. Sponsor: Groupon, Inc., 600 West Chicago Avenue, Ste. 400, Chicago, IL 60654.*

*** 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., 18+. Entry period ends: 11:59 p.m. CT on 8/3/14. ARV of prize package: \$3,785. Subject to full **Official Rules**. Sponsor: Groupon, Inc., 600 West Chicago Avenue, Ste. 400, Chicago, IL 60654.*

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140728005629/en/>

Press Contact:

Groupon
Tim DeClaire, 312-459-5720
tdeclaire@groupon.com

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