

## Groupon Launches Elite Deal Series

*Elite Deals Developed for Upscale Shoppers Showcase Status and Sophistication*

CHICAGO--(BUSINESS WIRE)-- Groupon (NASDAQ: GRPN) (<http://www.groupon.com>) today announced its newest line of deals for the discriminating shopper: the [Elite Deal Series](#). The Groupon Elite Deal Series will be an ongoing collection of luxury items, featuring premium-plus pricing. Today the series launches with its first deal, \$40 for \$20 worth of Groupon Bucks. Purchasers will receive \$20 in Groupon Bucks for the premium-plus price of \$40. The deal is now available online at <http://www.groupon.com/deals/groupon-elite>.



"We've had many luxury items available for purchase on [Groupon.com](#) over the past five years," said Joyce Lancastershire, Groupon's Chief of Luxury, "including two-carat diamond rings, full wedding packages at a luxury hotel and high-end designer handbags. But all those items were sold at a huge discount and provided incredible savings. Groupon Elite Deals take upscale to new heights by offering the status and sophistication of paying premium-plus pricing."

The first deal in the series, the \$40 for \$20 deal, will be available for a limited time. But the \$20 in Groupon Bucks will be valid to use towards anything on [Groupon.com](#).

### About Groupon:

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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 (NASDAQ: GRPN) is a global leader of local commerce and the place you start when you want to buy just about anything,

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).

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140401005888/en/>

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