

## Groupon Helps You Get What You Actually Want This Holiday

*Global ecommerce leader declares Dec. 11 as Self-Gifting Day*

CHICAGO--(BUSINESS WIRE)-- Bedazzled socks, [ugly sweaters](#), tie racks, personalized snowmen hand towels and, of course, fruitcake, Groupon (NASDAQ: GRPN) recognizes that everyone receives gifts each holiday season that they don't really want. As a result, Groupon is proclaiming today, Dec. 11, as Self-Gifting Day (<http://www.groupon.com/deals/international-self-gifting-day>)--a 24 hour-period for shoppers to buy something for themselves.



"Everyone has been in the awkward position of opening a gift and wanting to throw it out the window or feed it to the dog," said Groupon's Chief Gifting Officer, Gideon Bracegirdle. "And while we can't stop your mother-in-law from buying you something that you don't need and have never heard of, Self-Gifting Day helps ensure that you get at least one thing you really want. After all, no one knows you better than you."

According to the National Retail Federation, almost 57 percent of holiday shoppers plan to buy something for themselves this holiday season, spending on average of \$126.68. Groupon [recently tallied the purchases](#) from its record-setting Black Friday through Cyber Monday weekend, and found which states bought the most gifts for others as well as those states that bought the most deals for themselves.

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The gifting-est states, those that designated the most purchases for others as gifts, were Idaho, New Mexico, Montana, Maine, Connecticut, Wisconsin, Hawaii, Rhode Island, South Carolina and Pennsylvania. The self-gifting-est states, those that bought the most deals for themselves, included Texas, Illinois, Alaska, Indiana, Georgia, Nevada, Louisiana, Kansas, Arkansas and California.

To help shoppers get started with some creative ideas on how to best get themselves something they really want, Groupon has shamelessly created a number of indulgent gifting suggestions, including the following categories:

- [Gifts for Her](#): jewelry, massages, yoga classes
- [Gifts for Him](#): car racing experiences, movie tickets, electronics
- [Pampered + Beauty](#): keratin treatments, mani-pedis, spa packages
- [Foodie](#): burgers, cakepops, pizza

If these ideas aren't enough, Groupon also offers almost 45,000 free coupons from more than 7,000 leading national retailers, including the following current deals: [Macy's \(extra 20 percent off - Extra Special Sale\)](#), [Kohl's \(15 percent off any order\)](#), [Walmart \(The Hottest Deals On The Season's Top Gifts\)](#), [Nordstrom \(40 percent off - Beauty Sale\)](#) and [Best Buy \(20 percent off a regular-priced small appliance\)](#).

On top of great gift ideas and coupons from top brands, Groupon has created a [free mystery deal](#) for shoppers to experience the rush of self-gifting.

### 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).

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**Press Contact:**

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

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