

## Favin the Beauty Maven Debuts on Groupon

*Groupon's Health, Beauty and Wellness Resident Expert is Now Live*

CHICAGO--(BUSINESS WIRE)-- Groupon (NASDAQ: GRPN) (<http://www.groupon.com>) today announced the new face of its growing health, beauty and wellness category, Favin the Beauty Maven. Favin is now highlighting her expertise across her own [blog](#) on [Groupon.com](#), and her social media channels, including [Facebook](#) and [Twitter](#). Favin will be sharing her beauty tips and tricks and providing insight into a variety of trends and unique treatments, all with an emphasis on maintaining health, beauty and wellness without breaking the bank. She'll also be experimenting with a variety of treatments and will share those on her YouTube channel and other social media platforms.



"I'm excited to share all of my experiences with customers and followers alike," said Favin the Beauty Maven. "Whether it's a new way to reduce wrinkles, volumize lashes or clear your skin, or an in-spa or at-home treatment to calm your nerves or revitalize your soul, my goal is to bring you the very latest every day."

To celebrate her debut and the new year, Favin the Beauty Maven is giving away prizes. Follow @FavintheMaven on Twitter, reply to her with a health and beauty trend you want to try in 2014 and include #Favin2014 in your response for a chance to win \$50 in Groupon Bucks.

In addition to Favin's debut, Groupon has established its own Health, Beauty and Wellness Merchant Advisory Board. Composed of top tier health, beauty and wellness merchant partners and consultants from across the United States, Groupon's Health, Beauty and Wellness Merchant Advisory Board

Favin the Beauty Maven, Groupon's new face of its growing health, beauty and wellness category. (Photo: Business Wire)

provides insight into regional and seasonal trends as well as industry knowledge. The Board meets on a regular basis to share information and new developments in the space, all in an effort to bring the very best to Groupon customers and merchants.

"Our new advisory board will be an invaluable resource of industry knowledge that I can share with Groupon customers while our Health, Beauty and Wellness team at Groupon uses it to continually improve our offerings," said Favin.

"Launching Favin as our resident health and beauty expert, and establishing Health, Beauty and Wellness Merchant Advisory Board shows Groupon's strong commitment to this category," said Julie Szudarek, General Manager of Groupon Local, North America. "Over our five year history, Groupon has delighted customers with more than 25 million health, beauty and wellness treatments, and now with our new redesigned website and mobile apps with integrated search, it's easier than ever for our customers to find beauty treatments like pedicures, facials, blow-drys in an instant or discover high-end treatments like laser hair removal or ultrasonic-cavitation treatments."

Groupon's Health, Beauty and Wellness Advisory Board currently includes:

- [BLU Salon Aveda](#), Arcadia, Calif.
- [ABQ Hair Studio](#), Albuquerque, N.M.
- [Total Med Solutions](#), LLC, Dallas
- [Solé Salon & Spa Aveda](#), Emeryville, Calif.
- [Asanda Aveda Spa Lounge](#), New York
- [Lux Aveda Salon/Spa](#), Fullerton, Calif.

- [Namaste Pure Designs Salons](#), Denver
- [Phoenix Management Associates](#), Glendale, Calif. and Seattle
- [HeavenGroup](#), New York
- [Gary Manuel Aveda Institute](#), Seattle

**About Favin:**

Born in Washington, D.C., to a refugee dad from Eritrea and a Peace Corps mom from Cincinnati, Favin has lived in Boise, Idaho, Tucson, Ariz., Mauritania, Los Angeles and Chicago, and has traveled the world extensively. She has held positions in sales and marketing at Nestle, and has an MBA from Cleveland State University. Favin joined Groupon in 2011 as a City Planner for New England territories and is now a Category Manager and the new face of Groupon's Health, Beauty and Wellness category.

**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).

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20131226005144/en/>

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