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Groupon Swims with Sharks, Partners with Business Expert Barbara Corcoran to Celebrate Women-Led Businesses

Contest Offers Chance for One Business Leader to Win Private Consultation with Corcoran

CHICAGO--(BUSINESS WIRE)-- Groupon (NASDAQ: GRPN) (<http://www.groupon.com>) today announced a partnership with businesswoman, investor, speaker, consultant, syndicated columnist, author and television personality Barbara Corcoran to celebrate women-led businesses across America.

Groupon is celebrating Women's History Month and women-led businesses on Groupon by featuring for the first time a dedicated collection of deals from those businesses. Customers can shop this special collection at <http://www.groupon.com/occasion/women-owned-business>, to show support for people who are making local communities across the country stronger and more diverse. In addition to the collection, Groupon is holding a contest to capture the best advice and learnings for budding entrepreneurs everywhere.

"Women are a powerful force behind the success of one of the top e-commerce companies in the world," said Corcoran, "and as a self-made entrepreneur myself, I'm happy to partner with Groupon to help make even more local businesses a success."

Starting today and running through March 19, women business owners and leaders can go to <http://www.grouponworks.com/women> and submit their best business advice for fellow entrepreneurs to help them achieve success. Based on the advice submitted, Barbara Corcoran will choose one person to win a trip for two to New York City for two days and a private consultation with her. People are also encouraged to share their advice on social media using the hashtag #grpnwomen for a chance to win an autographed copy of Barbara Corcoran's latest book, "Shark Tales: How I Turned \$1,000 into a Billion Dollar Business."

"Not only are 70 percent of Groupon customers women, but a majority of the merchants on the website are women-led businesses*," said Groupon co-founder and CEO, Eric Lefkofsky. "There is no better way to celebrate those merchants and Women's History Month than to partner with one of the top female entrepreneurs today, Barbara Corcoran."

Barbara Corcoran is a self-made multi-millionaire, businesswoman, investor, speaker, consultant, syndicated columnist, author and television personality. As one of the "Sharks" on ABC's hit TV show, "Shark Tank," Corcoran has ponied up her own money and invested in 22 businesses, competing to make those deals for all to see, then shepherding them to success. Corcoran is an acclaimed author and has written three books, "If You Don't Have Big Breasts, Put Ribbons on Your Pigtales," "Nextville," and her latest, "Shark Tales," which takes the reader behind the scenes of her life and business and her "seen on TV" venture capitalism. Corcoran is famously brash and blunt, bold and courageous, and a brilliant identifier of opportunity and talent (often invisible to others).

Additional information about the campaign and partnership can be found at <http://www.grouponworks.com/women>. Click to follow @GrouponWorks.

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.

*From ForeSee Groupon Customer Satisfaction Study, Oct. 2013.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140307005326/en/>

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

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