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## Groupon and SCORE Unite to Help Small Businesses

CHICAGO--(BUSINESS WIRE)-- Today Groupon (<http://www.groupon.com>) (NASDAQ: GRPN) announced a partnership with SCORE (<http://www.score.org>), a nonprofit association dedicated to encouraging the formation, growth and success of small businesses. As part of the new alliance, Groupon and SCORE have developed a series of online educational resources about customer acquisition, retention and [marketing for small businesses](#).

"Joining forces with SCORE is a great way for Groupon to help small businesses grow and become more successful," said Sanjay Gupta, VP of Merchant Marketing, Groupon. "Given SCORE's thousands of daily interactions with local businesses, we're able to reach and impact a wide cross section of merchants."

SCORE and Groupon have begun work on a pragmatic toolkit, which will serve as a resource for small businesses starting out or looking to grow. The toolkit will contain an e-guide on multiple topics of interest to small businesses across all industries, including hospitality and health and beauty. The educational toolkit will reside on SCORE's website (<http://www.score.org/groupon-toolkit>) and Groupon's merchant blog (<https://www.grouponworks.com/merchant-blog/>) - a dedicated resource offering tips and best practices to help local merchants grow their businesses.

"We're thrilled to have the opportunity to align ourselves with Groupon, which has worked with hundreds of thousands of local businesses around the world," said Ken Yancey, CEO, SCORE. "Their innovative merchant products and services and knowledge of marketing best practices are huge assets to our network of small business owners and volunteer mentors."

SCORE and Groupon will collaborate on research and development, seminars and merchant workshops geared towards entrepreneurs and small business owners.

### About Groupon

[Groupon](#) (NASDAQ: GRPN) is a global leader in local commerce, making it easy for people around the world to search and discover great businesses at unbeatable prices. Groupon is reinventing the traditional small business world by providing merchants with a suite of products and services, including customizable deal campaigns, [credit card payments processing](#) capabilities and [point-of-sale solutions](#) to help them attract more customers and run their operations more effectively. By leveraging the company's global relationships and scale, Groupon offers consumers incredible deals on the best stuff to eat, see, do, and buy in 48 countries. With Groupon, shoppers discover the best a city has to offer with [Groupon Local](#), enjoy vacations with [Groupon Getaways](#), and find a curated selection of electronics, fashion, home furnishings and more with [Groupon Goods](#). To subscribe to Groupon emails, visit [www.Groupon.com](http://www.Groupon.com). To learn more about the company's [merchant solutions](#) and how to [work with Groupon](#), visit [www.GrouponWorks.com](http://www.GrouponWorks.com).

### About SCORE

Since 1964, SCORE has helped more than 9 million aspiring entrepreneurs. Each year SCORE helps launch 58,000 new businesses and create 71,000 jobs. SCORE provides small business mentoring and workshops to more than 375,000 new and growing small businesses annually. For more information about starting or operating a small business, call 1-800/634-0245 for the SCORE chapter nearest you. Visit SCORE at [www.score.org](http://www.score.org). Connect with SCORE at [www.facebook.com/SCOREFans](http://www.facebook.com/SCOREFans) and [www.twitter.com/SCOREmentors](http://www.twitter.com/SCOREmentors).

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