



May 9, 2014

## Groupon Features Free Mother's Day Deals for Last-Minute Shoppers

*Purchase and Redeem Free Deals Now and "Mominat" a Special Mom for One-Year Supply of "Me Time"*

CHICAGO--(BUSINESS WIRE)-- In addition to spectacular deals appearing throughout the [Mother's Day Shop](#), Groupon (NASDAQ: GRPN) (<http://www.groupon.com>) has six free deals to help last-minute shoppers. Not only are the deals free for customers to get for their moms, they're also great gifts for friends who are moms, neighbors who are moms and co-workers who are moms. Whether it's an award, a moment of peace or a chore distribution mechanism, Groupon's [free Mother's Day deals](#) provide a useful and creative--and last-minute--gift for moms everywhere.

Free Mother's Day Deals include:

- [Give Mom a Break with The Chore Wheel](#)  
This Mother's Day, give Mom the break she deserves by leaving any and all labor or upkeep to whomever is close by and also not Mom. Groupon customers receive a two-part chore wheel with customizable chore fields and completely un-customizable fields for assigning a worker to each task. Some assembly is required, specifically by any person other than Mom.
- [One Official Timeout for Mom](#)  
When presented with a task, great or small, Mothers can just present their Timeout for a reprieve from all responsibilities. While a great item to use on Mother's Day, the Official Timeout has no expiration date and can be reused any time Mom needs some me-time.
- [Outstanding Achievement in Human Creation Award](#)  
On a biological level, Mothers are the genesis and building blocks for all scientific discoveries. In the argument of "Which came first, the Mother or the scientist?" Moms are the clear answer. Recognize your Mother's advancements in the fields of biology and human sciences with this totally real and really scientific prize. Nominees receive a voucher that doubles as a custom certificate heaping deserved praise on mothers for their breakthroughs in creating human life.
- [Squabbling Siblings Peace Treaty](#)  
Don't just get the kids to say they'll get along. Get them to sign on the dotted line of a Squabbling Siblings Peace Treaty. Recognized by an organization like the United Nations, this easily draftable treaty can draw from many of the same peacekeeping protocols used to neutralize decades-long international conflicts.
- [The Mom-A-Phone](#)  
Groupon's new innovation, The Mom-A-Phone, helps Moms make sure their message is heard while cutting down on avoidable punishments for neglected chores. The conical amplification system fits comfortably in front of the mouth, turning up the volume on mothers' voices so instructions can fight through tiny ears clogged by sound-dampening ossicles, ensuring that requests will never be missed again. Moms delight in being heard, and kids feel relief after finally having direction in their lives.
- [Quiet Paper](#)  
Every Mom deserves a slice of peace on Mother's Day, and Groupon is here to help with Quiet Paper. Parents just have to print out this voucher (we recommend one to four copies per child), set them out on a flat surface, and then marvel as young ones extract limitless potential entertainment from pieces of whatever-grade paper happens to be in their printer. Swoon as they create abstract paintings with nothing more than a bit of old ketchup, or tilt your head and laugh as cherubs ball up the Quiet Paper and invent their own version of baseball played with crumpled-up paper instead of umpires.

In addition to the free Mother's Day deals, Groupon's social media contest\* is running through Sunday, May 11. 'Mominat' a mother for a chance to win a one-year supply of "Me Time." People can mominate their own mom, significant other, a friend or even themselves. Participants simply need to share a pic of their favorite mom and call out what makes her unique. Submissions can be made at <http://www.groupon.com/coupons/mothers-day>. Groupon judges will choose a grand-prize winning mom from the top 10 submissions with the most votes.

One grand-prize winner will receive a one-year supply of "Me Time," valued at \$3,000 in Groupon Bucks. Two runners-up—picked randomly—will each receive a one-time prize of \$500 in Groupon Bucks.

## 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).

\*NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Void where prohibited by law. This is a skill-based contest. Contest only open to legal residents of the 50 U.S. or D.C., 18+. Entry period begins: 11:59 p.m. CT on 4/23/14 and ends at 11:59 p.m. CT on 5/11/14. When selecting the winner, sponsor-selected judges will review submissions based on the following criteria: (a) 40% creativity of the photo; (b) 30% quality of the photo; and (c) 30% creativity and originality of the fill-in-the-blanks style eCard. ARV of all prizes: \$4,000. Subject to Official Rules ([click to link](#)). Sponsor: Groupon, Inc., 600 W. Chicago Ave., Suite 400, Chicago, IL 60654.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140509005575/en/>

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