



## **Groupon Announces G-Pass — Expedited Entry for GrouponLive Events**

CHICAGO--(BUSINESS WIRE)-- Today Groupon (NASDAQ: GRPN) (<http://www.groupon.com>) announced the launch of G-Pass, a new feature allowing GrouponLive customers to bypass the box office line and head straight for the entrance. From online purchase to redemption, it's never been faster or easier to enjoy a favorite band, see a Broadway show or cheer for the home team at a sporting event.

Before G-Pass, GrouponLive customers brought their vouchers to will call to exchange them for actual tickets. The new feature provides ticketing, seating and barcode-scanning information right on the voucher — eliminating the need to wait in multiple lines.

"G-Pass is a massive benefit to both box offices and event-goers, dramatically increasing the value GrouponLive delivers to the market," said Groupon VP and GrouponLive General Manager, Greg Rudin. "We're proud to launch it with our partner, Ticketmaster, who brings the value of G-Pass to an industry-leading set of venue clients."

G-Pass launched in beta in October 2011 at the Target Center in Minneapolis, Joe Louis Arena in Detroit and several Harlem Globetrotters events around the country.

"G-Pass helps us run a more efficient operation on game days because we don't have to allocate extra resources to exchange vouchers for tickets," said Erica Noah a senior group events account executive with the Minnesota Timberwolves, whose team plays at the Target Center. "It enables us to take care of customers better, kicking off their experience at the Target Center on a positive note."

G-Pass is rolling out to all Ticketmaster venues in the U.S. and Canada offering GrouponLive deals, which offer unforgettable experiences in sports, music and live events.

### **About GrouponLive**

Launched in May 2011 as a joint venture between Groupon and Live Nation Entertainment to offer some of the world's best deals on local entertainment. GrouponLive events can range from college or professional sporting events, family entertainment, musicals and plays, concerts at smaller, intimate venues to some of the top shows at larger arenas. These offers are sold exclusively through Groupon's featured local daily deals channel at [www.groupon.com](http://www.groupon.com) and via Groupon's mobile app.

### **About Groupon**

Groupon (NASDAQ: GRPN) launched in November 2008 in Chicago, features a daily deal on the best stuff to do, eat, see and buy in 48 countries around the world. Groupon uses collective buying power to offer huge discounts and provide a win-win for businesses and consumers, delivering more than 1,000 daily deals globally. To subscribe for the best deals in your city, visit <http://www.groupon.com>. To learn how to become a featured business, visit <http://www.grouponworks.com>.

### **Forward-Looking Statements**

This announcement contains forward-looking statements that involve risks and uncertainties, and actual results could differ materially from those discussed. Factors that could cause or contribute to such differences include, but are not limited to, the factors included under the headings "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in the company's annual report on Form 10-K for the year ended December 31, 2011, copies of which may be obtained by visiting the company's Investor Relations web site at <http://investor.groupon.com> or the SEC's web site at [www.sec.gov](http://www.sec.gov). Groupon's actual results could differ materially from those predicted or implied and reported results should not be considered as an indication of future performance.

You should not rely upon forward-looking statements as predictions of future events. Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee that the future results, levels of activity, performance or events and circumstances reflected in the forward-looking statements will be achieved or occur. Moreover, neither we nor any other person assumes responsibility for the accuracy and completeness of the forward-looking statements.

We undertake no obligation to update publicly any forward-looking statements for any reason after the date of this press release to conform these statements to actual results or to changes in our expectations.

Groupon  
Nicholas Halliwell, 312-999-3806  
[nhalliwell@groupon.com](mailto:nhalliwell@groupon.com)  
[thenewsmarket.com/groupon](http://thenewsmarket.com/groupon)

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