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## The Future is Meow: Groupon Rolls Out Grøüber--a New Service with Cat Drivers to Give People a Lift to Deals

*The cat's out of the bag and behind the wheel*

CHICAGO--(BUSINESS WIRE)-- Today Groupon announced the debut of Grøüber ([www.groupon.com/grouber](http://www.groupon.com/grouber))--a revolutionary new car service with feline drivers that provides people with affordable transportation to their Groupon deals. Grøüber uses cars with GPS-guided red lasers that signal the correct route to the four-legged captain behind the wheel. In addition, Grøüber riders save more than just a whisker of cash through fares that only *decrease* when demand *surges*.



"We've yet to see anyone successfully tackle the transportation-for-hire market, and launching our own service made purrfect sense for Groupon because we have tens of millions of customers looking to redeem deals without having to claw their way through traffic," said Barnicus Stapleton, feline fleet commander and director of haulage and wellness, Groupon. "With Grøüber, we make redeeming a Groupon even more seamless by having our cats physically deliver customers to the business. And best of all, you can be assured of a peaceful ride because everyone knows that cats have complete indifference towards people."

Here's how the new service works: a customer requests a car through the Grøüber mobile app to take them to use their Groupon deal. During the ride, Grøüber cats stay relentlessly focused on the red laser emitting from the front of the vehicle that keeps the car on track to its intended destination. The trip and driver gratuity are automatically paid for upon completion of the trip via the Grøüber mobile app. Catnip tips are accepted only in Colorado and Washington at this time.

Grøüber riders save more than just a whisker of cash through fares that only decrease when demand surges. When prices don't surge, everyone's a cat person. (Photo: Business Wire)

Grøüber will eventually be available in every major U.S. market, and riders can visit [www.groupon.com/grouber](http://www.groupon.com/grouber) to download the Grøüber mobile app.

### 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 top-rated 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).

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