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Groupon Debuts Revamped GrouponWorks.com for Merchants

CHICAGO--(BUSINESS WIRE)-- Today Groupon (<http://www.groupon.com>) (NASDAQ: GRPN) launched a new [GrouponWorks.com](http://www.grouponworks.com) (<http://www.grouponworks.com>), redesigned to better showcase merchant successes and Groupon's toolkit of marketing products and services to the thousands of businesses that visit the site every week.

The site features hundreds of case studies and video testimonials from merchants that have used Groupon as a marketing solution to help attract new customers and grow their businesses. The merchant stories are easily sortable by business type, topics of interest or geographic location in order to help users see relevant experiences applicable to them.

"When we were going through a very challenging time, Groupon was there for us," said Carolyn Franks, owner of Zoomars Petting Zoo in San Juan Capistrano, Calif. "After running a deal with Groupon, we went from 200 visitors a week to more than 2,000. Groupon saved our zoo." To see her story, visit <http://www.grouponworks.com/case-studies/zoomars-petting-zoo>.

The site also presents Groupon's comprehensive suite of marketing products and services that merchants can utilize to grow their businesses. These include: Groupon Featured Deals, [Groupon Now!](#), real-time location based offers, [Groupon Rewards](#), an easy-to-use rewards program and [Groupon Scheduler](#), an online scheduling application for appointment-based businesses. In addition, the site highlights available merchant resources such as the [Groupon Merchant Center](#), an innovative dashboard providing customer insights, feedback and performance measurement across Groupon campaigns.

"GrouponWorks.com ties together Groupon's entire suite of merchant products, services and resources and helps business owners select the tools that meet their needs," said Sanjay Gupta, VP of Merchant Marketing, Groupon. "Best of all, visitors can listen to merchants—in their own words—share unique accounts of how working with Groupon had a positive impact on their businesses."

About Groupon

Groupon, 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 business 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>.

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