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## Groupon Holds First-Ever Grouponicon Conference for Small Businesses in Dallas-Fort Worth Area

*Panel discussions, hands-on technology training and networking opportunities further empowered local business operators to grow their businesses*

DALLAS--(BUSINESS WIRE)-- On Monday, March 25, Groupon (<http://www.groupon.com>) (NASDAQ: GRPN) hosted its first Grouponicon: an invite-only opportunity for merchants to network with peers, connect with Groupon in an intimate setting and learn about the latest tools available to help them grow their businesses. Attendees enjoyed a custom schedule featuring topics most relevant to their business operations, including digital marketing, mobile payments, restaurant technologies and social media.

"Groupon's core mission is to help local merchants become more successful," said Sanjay Gupta, VP of Merchant Marketing, Groupon. "Grouponicon was a great way for us to get to know our Dallas-Forth Worth partners, providing resources and guidance to help their businesses flourish."

Attending merchants participated in half- and full-day sessions complete with activities, panel discussions and networking opportunities with other small business owners—including a luncheon with an inspirational speech from Hall of Fame quarterback and real estate entrepreneur Roger Staubach.

Participants were joined by industry leaders from around the country as well as local organizations that cater to small businesses, sharing the latest trends in their fields and demonstrating products that support business development.

"Today's Grouponicon event helped local merchants discover new ways to leverage the power of the Internet and technology to better market their businesses," said Rieva Lesonsky, Co-Founder, SmallBizDaily. "In addition to gaining expert advice and a better understanding of their colleagues' best practices, attendees learned how to grow their businesses without spending a fortune, which is invaluable."

The activities and panel discussions for Grouponicon were hosted at businesses in the Dallas-Fort Worth area that work with Groupon.

"We were honored to host our fellow merchants who face many of the same challenges running a business as we do," said Bobby Cornelius, Owner, Cornelius Photography. "It's important that businesses our size understand resources like Groupon and utilize them appropriately to help them grow. Groupon allowed us to reach local customers in a crowded marketplace who may not have otherwise come into our business."

### 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 or search our marketplace of deals, 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).

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