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Attention Animal Lovers: Groupon Launches Dedicated Pets Page with Campaign to Help Law Enforcement K-9s Everywhere

... Because Groupon Loves Cats *and* Dogs *and* Butterflies *and* All Animals in General

CHICAGO--(BUSINESS WIRE)-- Groupon (NASDAQ: GRPN) (<http://www.groupon.com>) today launches its latest pets deals page to celebrate pets across the nation. This special section for local and national pets-related deals will be available today through Wednesday, March 20, at <http://www.groupon.com/occasions>. Deals cover everything from the Unique Petz Treat Launcher to an electronic pet feeder, including:



Chicago Police dog, Zorro, hanging out at Groupon's headquarters in Chicago with his bullet proof vest that was funded by a campaign from Groupon and Vested Interest in K-9s, Inc., a non-profit fund-raising organization dedicated to providing bullet and stab protective vests for law enforcement dogs. Photo credit: Stephanie Bassos

- PetCareRx Pet Medicine and Supplies
 - <http://www.groupon.com/deals/petcarerx>
 - \$15 (List price \$30 — 50% discount)

- Unique Petz Treat Launcher
 - <http://www.groupon.com/deals/gg-unique-petz-petz-treat-launcher-3>
 - From \$8.99 (List price \$24.99 — 64% discount)
- Travel Pet Feeder
 - <http://www.groupon.com/deals/gg-pet-travel-diner-1>
 - \$12.99 (List price \$30.99 — 58% discount)
- Pet Toys from Jolly Pets
 - <http://www.groupon.com/deals/gg-tug-a-mals-dog-toys-1>
 - From \$7.99 (List price \$8.99 — 11% discount)
- SmartTag Pet ID
 - <http://www.groupon.com/deals/i-dtag-com-1>
 - From \$14 (List price \$29.85 — 53% discount)
- Cesar's Way Magazine
 - <http://www.groupon.com/deals/blue-dolphin-magazines-25>
 - From \$6 (List price \$11.99 — 50% discount)

In coordination with the pets deals page, Groupon Grassroots launches a campaign with Vested Interest in K-9s, Inc., a non-profit fundraising organization dedicated to providing bullet and stab protective vests for law enforcement dogs across the nation. In 2012, Groupon Grassroots worked with Vested Interest in K-9s, Inc. on both local and regional campaigns that helped raise more than \$60,000 to outfit law enforcement K-9s with bullet and stab protective vests. Today's campaign will be Groupon Grassroots' first national campaign with the organization. If 101 people donate \$10, Vested Interest in K-9s, Inc. can fund a bullet and stab protective vest for a police dog. More information is available at <http://www.groupon.com/k9>.

Groupon Grassroots is Groupon's philanthropic arm that helps local community and charitable organizations connect with enough people to achieve their fund-raising goals, including youth environmental education, mentoring programs for at-risk children and providing food for homeless families. Since its inception in 2010, Groupon Grassroots has also helped local, regional and national organizations raise over \$500,000 across more than 140 campaigns to help the Animal Kingdom, including dogs, cats, horses, butterflies and wolves, among many others.

About Groupon Grassroots

Groupon Grassroots, launched in July 2010 in Chicago as G-Team, features local campaigns nationwide, enabling Groupon followers to do good, have fun, and make a real impact in their communities. Groupon Grassroots uses collective action to gather support for worthwhile causes and produce tangible results for local organizations. To learn more about Groupon Grassroots and how to become a featured organization, visit <http://grassroots.groupon.com>. To subscribe to Groupon, visit <http://www.groupon.com>.

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, visit www.Groupon.com. To learn more about the company's [merchant solutions](#) and how to [work with Groupon](#), visit www.GrouponWorks.com.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20130314005927/en/>

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