



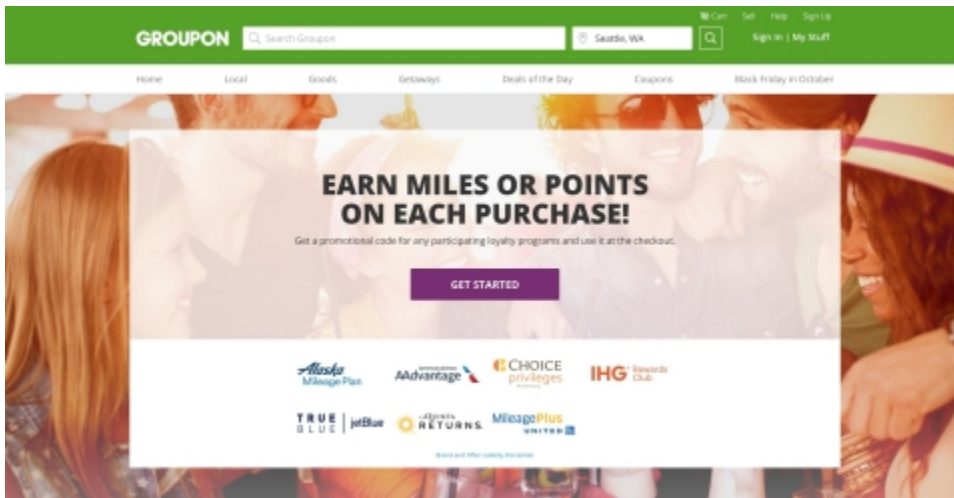
## Groupon Lets Users Earn Airline Miles and Hotel Points on Each Purchase

October 25, 2017

*New loyalty program includes American Airlines AAdvantage®, Alaska Airlines Mileage Plan™, Choice Privileges®, IHG® Rewards Club, JetBlue's TrueBlue Program and La Quinta Returns™*

CHICAGO--(BUSINESS WIRE)--Oct. 25, 2017-- [Groupon](#) (NASDAQ: GRPN) — a local commerce marketplace where people can discover and save on amazing things to do, see, eat and buy — announced the launch of a new loyalty program aimed at incentivizing customers for making purchases on Groupon. Starting today, Groupon users can begin earning airline miles and hotel points from top frequent traveler programs just for buying a Groupon local, travel or shopping deal. The eligible travel rewards programs include American Airlines AAdvantage® and through [Points](#) Loyalty Commerce Platform: Alaska Airlines Mileage Plan™, Choice Privileges®, IHG® Rewards Club, JetBlue's TrueBlue Program and La Quinta Returns™.

This press release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20171025005726/en/>



“We’re excited to have more frequent interactions with our customers by providing them with even greater value when they shop through Groupon,” said Vinayak Hegde, senior vice president of global marketing, Groupon. “Whether it’s finding a new local experience to try, booking a trip with the family or getting an early start on your holiday shopping, we’re offering incredible savings and airline miles or hotel points from your favorite loyalty programs. A win-win.”

To take advantage of the new loyalty program, Groupon users can visit <https://www.groupon.com/programs/loyalty> and click on the loyalty program they want to earn miles or points for with every Groupon purchase. Next they create or log in to a Groupon account. After logging in, users enter their loyalty program membership number and confirm they agree to the terms and conditions. Finally, they receive a unique promo code that they

New Groupon loyalty program gives customers the ability to earn miles and points with every purchase from American Airlines AAdvantage®, Alaska Airlines Mileage Plan™, Choice Privileges®, IHG® Rewards Club, JetBlue’s TrueBlue Program and La Quinta Returns™ (Graphic: Business Wire)

enter with every purchase to receive credit for miles or points.

The earnings system for the new Groupon loyalty program is as follows:

### Airlines

- New customer bonus for local purchase of \$30 or more = 1,000 miles
- Local = 5 miles/dollar spent
- Getaways = 4 miles/dollar spent
- Goods = 3 miles /dollar spent

### Hotels

- New customer bonus for local purchase of \$30 or more = 2,000 points
- Local = 10 points/dollar spent
- Getaways = 8 points/dollar spent
- Goods = 6 points /dollar spent

Groupon plans to continue to add more brands to the loyalty program in the coming months as well as expand it to international customers.

### About Groupon

Groupon (NASDAQ: GRPN) is building the daily habit in local commerce, offering a vast mobile and online marketplace where people discover and save on amazing things to do, see, eat and buy. By enabling real-time commerce across local businesses, travel destinations, consumer products and live events, shoppers can find the best a city has to offer.

Groupon is redefining how small businesses attract and retain customers by providing them with customizable and scalable marketing tools and services to profitably grow their businesses.

To download Groupon's top-rated mobile apps, visit [www.groupon.com/mobile](http://www.groupon.com/mobile). To search for great deals or subscribe to Groupon emails, 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.groupon.com/merchant](http://www.groupon.com/merchant).

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