

Groupon Offers Epic Miss USA Experience

Buy a Trip for Two to Pageant with VIP Tickets, Backstage Tour and More

CHICAGO--(BUSINESS WIRE)-- Groupon (NASDAQ: GRPN) (<http://www.groupon.com>) today announced an epic deal of glitzy proportions to attend the 2014 Miss USA[®] Competition on Sunday, June 8. The deal includes VIP tickets to the 2014 Miss USA[®] Presentation Show, Final Show and After-Party, a meet-and-greet with Miss USA 2013 Erin Brady, tickets to dress rehearsal, a backstage tour, hotel accommodations and more.



The screenshot shows the Groupon website interface. At the top, there's a search bar and navigation links. The main content area features the deal title 'EPIC Trip for Two to Miss USA 2014 - Baton Rouge' with a 'Getaways' tag. Below the title, it says 'FROM \$3,000' and has a 'BUY!' button. There's also a 'LIMITED TIME ONLY' badge showing '7 days 08:39:31' and a 'LIMITED QUANTITY AVAILABLE' badge saying 'Be the First to Buy!'. A large photo of the 2014 Miss USA winner is displayed. Below the photo, there's a 'What You Get' section listing the deal details: '2-night stay, with Miss USA VIP package for two'. Two options are listed: Option 1: \$3,000, including round-trip domestic airfare; Option 2: \$2,000, airfare not included. A map of Baton Rouge, Louisiana is also visible.

The Groupon Epic Miss USA deal includes:

- Two-night stay for two people in room at the Crowne Plaza Baton Rouge; check in June 7, 2014
- VIP tickets to 2014 Miss USA Presentation Show, Final Show and After-Party on June 8, 2014
- Meet-and-greet with Miss USA 2013, Erin Brady
- Tickets to dress rehearsal and backstage tour
- After-show photo with Miss USA 2014
- Signed 2014 Miss USA Program Book
- Ground transportation between airport and hotel (if applicable)
- Round-trip airfare for two
- DEAL COST: \$3,000

A second option without airfare is available for \$2,000. More information can be found on the official Groupon deal page at <http://www.groupon.com/deals/ga-epic-miss-usa>.

The 2014 MISS USA Competition will air LIVE from Baton Rouge, Louisiana on NBC Sunday, June 8 (8-11 p.m. ET) from The Baton Rouge River Center. The competition will feature contestants from all 50 states and the District of Columbia. Contestants will compete in three categories: swimsuit, evening gown and interview. The show concludes with one contestant ultimately being crowned Miss USA 2014. Last year's telecast concluded with Erin Brady, Miss Connecticut

Groupon launches epic Miss USA experience deal with VIP tickets to 2014 Miss USA Competition, rehearsal, after-party, meet-and-greet and more. (Photo: Business Wire)

USA, being crowned Miss USA 2013. The MISS USA telecast now reaches approximately 70 countries and territories. For more information, visit www.missusa.com.

About the Miss Universe Organization

The Miss Universe Organization, a Donald J. Trump and NBCUniversal joint venture, is a global community empowering role models of beauty, health and leadership for young women of today. As part of the Miss Universe Organization, Miss USA is dedicated to partnering with charities around the world, and to increasing awareness of breast and ovarian cancers. For more information, visit: www.missusa.com.

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. To download Groupon's five-star mobile apps, visit www.groupon.com/mobile. 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/20140515006572/en/>

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