



May 16, 2014

## Groupon Launches Sweepstakes to Win Epic Spring Awakening Music Festival Experience

*Package includes two VIP tickets, hotel stay, transportation credit and swag*

CHICAGO--(BUSINESS WIRE)-- Today Groupon announced a sweepstakes for a VIP experience at the Spring Awakening Music Festival at Soldier Field in Chicago. From May 16 to May 24, participants simply need to fill out the form at [gr.pn/springawakeningsweeps](http://gr.pn/springawakeningsweeps) to enter to win.\* Two lucky winners will each win two tickets for a VIP festival experience.

The third-annual [Spring Awakening electronic music festival](#) kicks off on Friday, June 13 at Chicago's Soldier Field. The three-day festival features a lineup of more than 75 national and international artists performing across four stages. Headliners Tiësto and Pretty Lights are slated to take the main stage on Friday and Saturday nights, respectively. The experience includes:

- Two three-day VIP tickets to the Spring Awakening music festival (includes express admission, premium viewing areas and access to private bars)
- Two-night stay for two in a deluxe king room at [Kinzie Hotel](#)
- \$200 ground transportation credit
- Two Groupon swag bags with CamelBak, sunglasses, SPF30 sunscreen, tank top and iPhone 5 ancillary charger.

"Spring Awakening is one of Chicago's premier music events, especially with this year's lineup of top talent," said Greg Rudin, VP, GM of Live Events at Groupon. "Experiencing the festival at the VIP level promises a truly exhilarating weekend."

\*NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Odds of winning depend on the total number of entries received. Void where prohibited by law. Sweepstakes only open to legal residents of the 50 U.S. or D.C., 18+. Entry period ends: 11:59 p.m. CT on 5/24/14. ARV of prize: \$1100. Subject to full [official rules](#). Sponsor: Groupon, Inc., 600 West Chicago Avenue, Ste. 400, Chicago, IL 60654.

The Spring Awakening Music Festival (SAMF) is the Midwest's premier electronic music fest. Taking place Friday June 13 - Sunday June 15 at the historic Soldier Field in Chicago, the home of house music, SAMF has been steadily growing since its inception in 2012. This year in 2014 artists such as Tiësto, Pretty Lights, Kaskade, Knife Party, Big Gigantic, Diplo, Bingo Players, Eric Prydz, Benny Benassi, Flux Pavilion, Dillon Francis, Steve Aoki and more than 75 other artists will rock four stages inside and outside of the stadium. Come be a part of history and dance on the 50 yard line to the biggest EDM lineup the Midwest has ever seen. Three-day General admission passes are almost sold out. Single-day tickets and VIP tickets are also available. ARE YOU READY? Full info and tickets at [www.springawakeningfestival.com](http://www.springawakeningfestival.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](http://www.Groupon.com). To download Groupon's five-star mobile apps, visit [www.groupon.com/mobile](http://www.groupon.com/mobile). 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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