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## Groupon Goods Features First Bang & Olufsen Deal

### Luxury Audio/Visual Leader Bang & Olufsen's BeoPlay A3 Speaker Frame by B&O PLAY on Groupon Goods Today

CHICAGO--(BUSINESS WIRE)-- Groupon (NASDAQ: GRPN) (<http://www.groupon.com>) today features its first Bang & Olufsen deal. Designer and manufacturer of stylish audio and video products, Bang & Olufsen's BeoPlay A3 speaker frame for iPad, by B&O PLAY of Bang & Olufsen, is available for purchase for a limited time beginning today (<http://www.groupon.com/deals/gg-beo-play-ipad-dock>). BeoPlay A3 was just named a 2013 International Consumer Electronics Show (CES) Honoree in Innovations and Design in the personal electronics category. BeoPlay A3 is unique to the marketplace as it works with all of the first three generations of the standard-sized iPads and its Adaptive Stereo Orientation™ delivers remarkably good stereo separation in both landscape and portrait formats. The system comes in black or white and ships for free.



"As Groupon Goods is one of the global leaders in flash sales, our customers expect exclusive access to iconic brands like Bang & Olufsen," said Faisal Masud, head of Groupon Goods. "We're thrilled to partner with them and offer this stylish product."

BeoPlay A3 combines rock-solid sound with clever design. The simple, wedge-like shape allows it to blast well-defined audio from a variety of postures. The dedicated motion sensor inside BeoPlay A3 recognizes the iPad's placement and helps render the best possible listening experience based on its orientation. Additionally, BeoPlay A3 gleans power through an included rechargeable battery and even recharges itself and the iPad when plugged into the mains. It offers an enhanced sonic experience for a variety of applications, whether listening to music, checking out the latest films or online videos, or holding a video conference among friends or colleagues.

Image of Groupon Goods Bang & Olufsen deal for its BeoPlay A3 speaker frame for iPad by B&O of Bang & Olufsen. For a limited time the unit is available at a 36% discount on Groupon Goods. (Photo: Business Wire)

"BeoPlay A3 has resonated greatly among Bang & Olufsen and B&O PLAY brand

enthusiasts as it turns your iPad into an acoustic powerhouse," states Zean Nielsen, President of Bang & Olufsen America, Inc. "Therefore, we are happy partner with Groupon Goods to extend this limited time offer of BeoPlay A3 to their dedicated channels."

Groupon Goods celebrated its first anniversary September 2012, serving 4.3 million customers, and had its best four-day weekend ever in November with more than 50% of sales through mobile devices. Groupon Goods features a wide variety of high quality inventory, from diamond jewelry and designer sunglasses to mattresses, computer tablets, 3D HD televisions and the giant radio-controlled flying shark. New items are added every day of the week and often sell out. To check out the latest and subscribe for email updates, visit <http://www.groupon.com/goods>.

### About Groupon

[Groupon](http://www.groupon.com) (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](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).

### **About Bang & Olufsen**

**Bang & Olufsen** was founded in Struer, Denmark, in 1925 by Peter Bang and Svend Olufsen, two innovative, young engineers devoted to high quality audio reproduction. Since then, the brand has become an icon of performance and design excellence through its long-standing craftsmanship tradition and the strongest possible commitment to high-tech research and development.

Still at the forefront of domestic technology, Bang & Olufsen has extended its comprehensive experience with integrated audio and video solutions for the home to other areas such as the hospitality and automotive industries in recent years. Consequently, its current product range epitomizes seamless media experiences in the home as well as in the car and on the move. For more information on Bang & Olufsen, please visit [www.bang-olufsen.com](http://www.bang-olufsen.com).

Images are available free of charge from the **Bang & Olufsen media center**: <http://mediacenter.bang-olufsen.dk>. If you are a first-time visitor, please follow the instructions and register as a new user.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20130117006014/en/>

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