



April 16, 2014

Groupon Offers Epic Deal to Make It Right Gala with Brad Pitt, Bruno Mars and Kings of Leon

Win or Buy an Epic Trip to New Orleans to Attend Gala

CHICAGO--(BUSINESS WIRE)-- Groupon (NASDAQ: GRPN) (<http://www.groupon.com>) today announced a campaign with Make It Right, the organization founded by Brad Pitt to build environmentally- friendly homes for people in need. Groupon has already contributed \$100,000 to Make It Right and beginning today Groupon is also offering two ways for people to get involved: a Groupon Grassroots campaign and an Epic Deal. Groupon will sell up to 10 Epic Deal packages, which include a VIP experience with first-class airfare to New Orleans, tickets to the 2014 Make It Right Gala on May 17, 2014, and tickets to the after-party. The Groupon Grassroots campaign encourages broad public support of Make It Right by facilitating \$10 donations to the organization. All donors to the Groupon Grassroots campaign will be automatically entered into the sweepstakes to win a trip to the Make It Right Gala. All donations to the Groupon Grassroots campaign will go to Make It Right. Both the Epic Deal and the sweepstakes also include an opportunity to participate in a tour of the Make It Right site in New Orleans with an award-winning architect and the chance to meet Brad Pitt.

"Through our social responsibility efforts, we've been helping build and support the communities around our thousands of local merchants since Groupon's inception," said Groupon CEO Eric Lefkofsky. "By partnering with Make It Right we're able to expose millions of people around the world to this important project and help the organization make a significant difference, one that should be replicated in struggling neighborhoods across the world."

The Make It Right Gala will be hosted at The Sugar Mill in New Orleans and feature performances by platinum-selling recording artists Bruno Mars and Kings of Leon. The Gala also features a cocktail hour, three-course dinner prepared by the city's finest chefs, including Susan Spicer and Donald Link, local jazz musicians, gift bags and more. More information about the Epic Deal, Groupon Grassroots campaign and sweepstakes (including how to enter without making a donation) can be found on the [Groupon Grassroots campaign page](#).

Additional details about the Epic Deal, Groupon Grassroots campaign and sweepstakes:

[Epic Deal](#)

- Round-trip first class airfare from anywhere in the U.S. to Louis Armstrong New Orleans International Airport
- Two-night stay in a suite at the W Hotel New Orleans
- Two VIP tickets to the Make It Right gala on May 17, featuring Make It Right's founder and event chairman Brad Pitt, internationally celebrated artists, including Bruno Mars and Kings of Leon and award-winning chefs
- Two tickets to the after party
- Chance for meet and greet with Make It Right founder Brad Pitt
- Tour of a Make It Right home with an award-winning architect
- Private round-trip transportation to and from Louis Armstrong New Orleans International Airport
- DEAL COST: \$25,000

[Groupon Grassroots Campaign](#)

- Donate \$10 to Make It Right; 100% of donations go directly to Make It Right
- Everyone who donates will receive an entry into the sweepstakes

Sweepstakes*

- 1 winner and a guest will get:
 - Round-trip airfare from anywhere in the U.S. to Louis Armstrong New Orleans International Airport
 - Two-night stay in a standard room at the W Hotel New Orleans

- Two VIP tickets to the Make It Right Gala on May 17, featuring Make It Right's founder and event chairman Brad Pitt, internationally celebrated artists, including Bruno Mars and Kings of Leon and award-winning chefs
- Two tickets to the after party
- Chance for meet and greet with Make It Right founder Brad Pitt
- Tour of a Make It Right home with award-winning architect
- Private round-trip transportation to and from Louis Armstrong New Orleans International Airport
- Winner will be randomly chosen on May 6, 2014.
- Official rules can be found online [here](#).

Ten Epic Deals are available for sale with one being sold in the U.S. starting April 16, 2014, and the remaining deals available internationally starting April 22, 2014, in Australia, Belgium, Brazil, Denmark, Finland, France, Germany, Greece, Hong Kong, Ireland, Israel, Italy, Malaysia, The Netherlands, New Zealand, Norway, Poland, Portugal, Singapore, South Africa, Spain, Sweden and the United Kingdom. A similar sweepstakes is available in France, Germany and the United Kingdom.

In addition to providing critical financial support, the 2014 Make It Right Gala will highlight the communities Make It Right is helping across the country, including Hurricane Katrina victims in New Orleans, disabled veterans in Newark, N.J., underserved families in Kansas City, Mo., and Native Americans on the Fort Peck Indian Reservation in Montana.

About Make It Right

[Founded by Brad Pitt in 2007](#), Make It Right builds homes, buildings and communities for people in need. All Make It Right projects are [LEED Platinum certified](#) and [Cradle to Cradle inspired](#) - meeting the highest standards of green building. Make It Right believes that high-performance, well-designed homes should be affordable and available for everyone. Through innovative partnerships and community-led design sessions, the organization is [working in neighborhoods across the country](#) and [educating others](#) to change the way buildings are designed and built.

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, visit <http://grassroots.groupon.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.

*No donation necessary to enter or win. A donation 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 4/29/14. ARV of prize: \$24,000. Subject to full [Official Rules](#). Sponsor: Groupon, Inc., 600 West Chicago Avenue, Ste. 400, Chicago, IL 60654.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140416005658/en/>

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