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Groupon Announces Canadian National Deal for Yogen Früz

The leading ecommerce company continues to grow on a local and global scale

CHICAGO--(BUSINESS WIRE)-- Groupon launched a national deal for Yogen Früz, a leading global frozen yogurt franchise, in major markets all across Canada. There are two options available: C\$6 for C\$10 or C\$25 for C\$50 (divided into five C\$10 Groupons) worth of frozen yogurt, smoothies and milkshakes. The deal ends on Sept. 24.

The Yogen Früz deal is currently available in the following cities:

- [Calgary](#)
- [Windsor](#)
- [Edmonton](#)
- [St. Catherines-Niagara](#)
- [Vancouver](#)
- [Toronto](#)
- [Ottawa](#)
- [Saskatoon](#)
- [Kitchener/Waterloo](#)

From both a supply and demand standpoint, Groupon has been growing; the company has sold more than 600 million units worldwide to date. In the second quarter of this year, active deals increased to more than 240,000 around the globe. Additionally, North American customer satisfaction is best-in-class with 95% of customers satisfied with their most recent purchase. Mobile popularity has also increased, given app downloads increased to nearly 92 million and mobile transactions hit another all-time high in June 2014.

Groupon demonstrates a strong financial position with significant balance sheet flexibility. At the end of the second quarter, the company had \$868.1 million in cash and cash equivalents, and it continues to invest in products and technology that improve the customer and merchant experience.

Groupon's local ecommerce marketplace had more than 240,000 active deals globally and more than 105,000 in North America at the end of Q2. To get started with building a Groupon deal, merchants can visit <https://www.grouponworks.com/get-featured>. Consumers can search for great deals at www.groupon.com and download the mobile app at www.groupon.com/mobile.

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.

Forward-Looking Statements

This announcement contains forward-looking statements that involve risks and uncertainties, and actual results could differ materially from those discussed. Factors that could cause or contribute to such differences include, but are not limited to, the

factors included under the headings "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in the company's Annual Report on Form 10-K for the year ended December 31, 2013 and subsequently filed quarterly reports filed with the Securities and Exchange Commission, copies of which may be obtained by visiting the company's Investor Relations web site at <http://investor.groupon.com> or the SEC's web site at (www.sec.gov). You should not rely upon forward-looking statements as predictions of future events. Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee that the future results, levels of activity, performance or events and circumstances reflected in the forward-looking statements will be achieved or occur. Moreover, neither we nor any other person assumes responsibility for the accuracy and completeness of the forward-looking statements. We undertake no obligation to update publicly any forward-looking statements for any reason after the date of this press release to conform these statements to actual results or to changes in our expectations.

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