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## Groupon's Breadcrumb PRO to Sponsor Jon Taffer's Rescue Tour

*Workshops provide bar operators with the tools they need to be successful*

CHICAGO--(BUSINESS WIRE)-- Today Groupon (<http://www.groupon.com>) announced that Breadcrumb PRO (<https://breadcrumb.groupon.com/pro>), the company's iPad point-of-sale system for bars and restaurants, is sponsoring Jon Taffer's, the host and executive producer of Spike TV's *Bar Rescue* (<http://www.spike.com/shows/bar-rescue>), 2013-2014 Rescue Tour. The tour, which is presented by Nightclub & Bar Media Group provides bar owners and their employees with a unique opportunity to learn from Jon Taffer and other industry leaders on the best practices and techniques they need to be successful in the bar and nightlife industry.

During the four-hour workshops, bar operators are provided with everything they need to set up their business from a technology and operational perspective to the best ways to market to the masses. In addition, attendees are provided with an opportunity to network with leaders in the industry.

"We're proud to team up with Jon Taffer and Nightclub & Bar Media Group because they share Groupon's passion for helping small businesses grow and become more successful," said Seth Harris, vice president and general manager, Breadcrumb.

The tour, which is in its third year, kicks off Dec. 16, 2013 in Los Angeles. Bar operators interested in learning more about the tour can visit <http://ncbrescuetour.com/>.

### About Jon Taffer

Jon Taffer is an internationally recognized, award-winning restaurant operator, owner and concept developer. He's a respected industry "voice" with nearly 30 years of hands-on experience, and is president of the Nightclub & Bar Media Group, which includes the Nightclub & Bar Convention and Trade Show and Nightclub & Bar's targeted e-newsletters and other digital media products including THE industry's online destination, [nightclub.com](http://nightclub.com). Taffer is also star and executive producer of the successful Spike TV "Bar Rescue" series and chairman of Taffer Dynamics where he acts as a consultant and development adviser to restaurants, nightclubs and hotels around the world.

### About Breadcrumb

Breadcrumb by Groupon is a suite of powerful, cloud-based iPad and smartphone tools that help businesses operate faster, know their customers better and maximize revenue. Breadcrumb products include flexible, affordable iPad point-of-sale products and payments solutions for all businesses, which include a low price guarantee on credit card transaction fees, free installation assistance and 24/7 phone technical support. To learn more about Breadcrumb by Groupon products and to see them in action, visit [breadcrumb.groupon.com](http://breadcrumb.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](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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