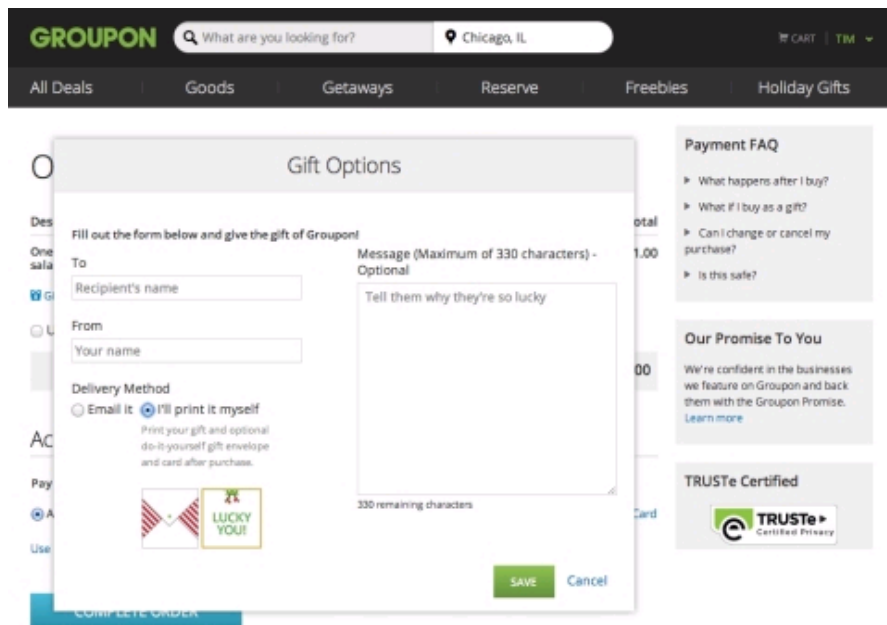


Groupon Launches Free Holiday Gifting for Local Businesses

Digital and Print Solutions Give Last-Minute Shoppers More Local Gifting Options

CHICAGO--(BUSINESS WIRE)-- Groupon (NASDAQ: GRPN) (<http://www.groupon.com>) today announced two new solutions for last-minute shoppers: the Grouponvelope and the digital gift voucher. With these new options, Groupon lets local merchants who do not have a gift card program reach millions of customers looking for last-minute but thoughtful holiday gift ideas.



"Many merchants don't have the resources to invest in the same digital gifting solutions provided by national retailers, and they miss out on sales that are important to their bottom line," said Groupon CEO Eric Lefkowsky. "Our new gifting solutions create a level playing field for local merchants and effortless last-minute holiday shopping for consumers."

Groupon's new gifting solutions help businesses capitalize on increased demand during the holiday season and provide a great value to customers looking to stretch their gifting dollar.

The digital gift vouchers and Grouponvelope and are available for virtually every deal on Groupon.com, including travel experiences from Groupon Getaways and products from Groupon Goods. Once the purchase process begins and "Give as a gift" is clicked, shoppers can choose "Electronic Style" or "Print Style."

Screen shot of Groupon's new Grouponvelope gift card option at Groupon.com

(Graphic: Business Wire)

choose from four different electronic envelope themes and select a delivery date at checkout. The animated e-card will arrive on the selected delivery date.

With "Print Style," the gift giver can print out a specially designed gift Grouponvelope that can be cut and folded into a holiday-themed envelope and card. Detailed instructions on how to assemble the Grouponvelope are illustrated in the following video: <http://www.youtube.com/watch?v=lzwKg3vDFP8>.

Popular e-gifts have included: prix fixe dinners, massages, painting classes, electronics and warm weather destinations.

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.

Press Contact:

Groupon

Tim DeClaire, 312-459-5720

tdeclaire@groupon.com

Source: Groupon

News Provided by Acquire Media