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## Groupon Serves Up Breadcrumb®, an iPad Point-of-Sale Solution for Hospitality Businesses

CHICAGO--(BUSINESS WIRE)-- Today Groupon ([www.groupon.com](http://www.groupon.com)) (NASDAQ: GRPN) announced the national launch of Breadcrumb® ([www.breadcrumbpos.com](http://www.breadcrumbpos.com)), an easy-to-use, powerful and affordable point-of-sale (POS) solution that runs on iPads for restaurants, bars and cafes. Created by a team of hospitality industry veterans, Breadcrumb removes the complexities and lowers the costs associated with antiquated POS systems. Plans start as low as \$99 per month and include free installation and 24/7 phone and email support.

After a successful New York City pilot, Breadcrumb, acquired by Groupon earlier this year, is now available to all hospitality businesses in the United States. Restaurants, bars and cafes using the [iPad-based POS system](#) instantly have access to the following benefits:

- **Simplicity** — Delivers the ease of use of an iPad app; search for items or rearrange tables with a finger swipe; no required computer servers to manage and software updates are free and automatic
- **Powerful Features** — Everything users need to operate more efficiently and deliver impeccable customer service: merge or split checks, add or adjust menu items, specify guest notes and modifiers, set employee access levels, manage time-clocks and view real-time sales and labor reports
- **Affordable Pricing** — Costs thousands of dollars less than other systems, with no upfront fees or long-term commitments, and includes support and updates — all for as low as \$99 per month
- **Money-Back Guarantee** — Backed by a 30-day money-back guarantee
- **Expert Help** — Includes free installation assistance and 24/7 technical support from a dedicated team of Breadcrumb specialists with years of hospitality experience

"As someone who worked in the hospitality industry, I grew tired of paying tens of thousands of dollars for overly complex and unreliable POS systems that were difficult to use" said Seth Harris, General Manager, Breadcrumb POS. "The Breadcrumb team used our knowledge of the restaurant and bar business to develop an exceptional [restaurant POS system](#) backed by a first-rate support team, all at one of the lowest prices in today's marketplace."

Businesses that sign up for Breadcrumb receive a Breadbox™ containing the equipment they order to setup and install their new system, eliminating the need to work with multiple vendors. A typical Breadbox order contains an iPad, iPad stand, cash drawer, credit card swipe, printer, router, wireless access point and cables. In addition, Breadcrumb is fully integrated with Groupon Payments™ (<http://www.grouponworks.com/payments>), a better way to [accept credit cards](#) at the lowest overall rates.

"My favorite part about Breadcrumb is the reliability and the number of features that are available to help run your business. I own a bar, coffee shop and restaurant and it allows me to run multiple types of hospitality businesses off of one system," said Ben Sadler, Owner, The Queens Kickshaw, New York.

Restaurants, bars and cafes interested in learning more about Breadcrumb can visit <http://www.breadcrumbpos.com>. The Breadcrumb App can be downloaded for free from the [iTunes App Store](#).

*The Breadcrumb satisfaction guarantee is valid only to merchants who cancel their Breadcrumb POS service within 30 days from the account activation date. The guarantee only applies to subscription fees and amounts paid for hardware purchased to operate the Breadcrumb POS service and ordered by Breadcrumb on behalf of the merchant. Merchants may only use the satisfaction guarantee once for every Breadcrumb location. Shipping and handling fees are not refundable for the initial hardware purchase or for returning products. Hardware must be returned in original packaging and in good condition. Acceptance of returned hardware is subject to the reseller's discretion. Additional terms and conditions apply. Please see the Breadcrumb website for details.*

### About Groupon

Groupon (NASDAQ: GRPN) launched in November 2008 in Chicago, features deals on the best stuff to do, eat, see and buy in 48 countries around the world. Groupon uses collective buying power to offer huge discounts and provide a win-win for

businesses and consumers, delivering more than 1,000 daily deals globally. To subscribe for the best deals in your city, visit (<http://www.groupon.com>). To learn how to [work with Groupon](http://www.grouponworks.com), visit (<http://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, 2011 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](http://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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