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## Groupon Basics Brings Warehouse Scale to Household Shopping

*Stock up and save money on top brands such as Gillette, Dove, Airborne, Pantene and Burt's Bees and receive 5 percent back in Groupon Bucks*

CHICAGO--(BUSINESS WIRE)-- Today, Groupon announced the debut of an online bulk-shopping service called Groupon Basics, which enables customers to stock up and save money on more than 100 household, personal care and health and wellness items. From vitamins to shaving supplies, Groupon shoppers can purchase their favorite products in warehouse sizes and have them delivered right to their doorstep. As an introductory promotion, anyone who places an order through the new service receives 5 percent back in Groupon Bucks to use toward a future Groupon purchase.



"We're putting the bulk buying power of Groupon to work for our customers, helping them save on serious quantities of the things they buy and use every day -- all from the convenience of their home," said Aaron Cooper, senior vice president of Groupon Goods. "By adding this service to our marketplace, we're providing shoppers with great value and yet another reason to always check Groupon first. Best of all, there's no membership or monthly fees."

From vitamins to shaving supplies, Groupon shoppers can purchase their favorite products in warehouse sizes and have them delivered right to their doorstep. (Photo: Business Wire)

Basics will continue to add to its assortment of household, personal care and health and wellness items as well as expand into grocery.

Basics is currently offering deals for the following notable brands:

- Gillette -- [Gillette Fusion ProGlide Power Razor Heads](#)
- Dove -- [Dove Clinical Protection Cool Essentials Antiperspirant Deodorant](#)
- Airborne -- [Airborne Lemon-Lime Immune Support Supplement](#)
- Pantene -- [Pantene Pro-V 2-in-1 Strengthening Shampoo & Conditioner](#)
- Burt's Bees -- [Burt's Bees Ultimate Care Hand Cream](#)

Basics is initially available in the continental United States. The service offers free shipping on all orders of \$24.99 or higher as well as free returns (some restrictions apply).

Basics is available online at [www.groupon.com/basics](http://www.groupon.com/basics) and via the Groupon mobile app under the Goods tab.

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### 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).

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140501005878/en/>

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