



July 7, 2014

Groupon Launches '\$100,000 Summer to Redeem' Sweepstakes

Buy or Redeem a Local Groupon for a Chance to Win \$50,000 in Cash or One of Many \$500 Cash Prizes

CHICAGO--(BUSINESS WIRE)-- Groupon today announced its \$100,000 Summer to Redeem Sweepstakes. Any and all Groupon customers in the United States who buy or redeem local Groupons will be automatically entered to win weekly \$500 cash prizes and one \$50,000 grand prize.* And for inspiration Groupon has joined forces with six top bloggers from across the country who are now redeeming local Groupons and sharing their stories on their websites, social media and [Groupon](#).

"The \$100,000 Summer to Redeem Sweepstakes is all about encouraging people to get out and enjoy the best of the season," said Groupon's global head of marketing, Rich Williams. "If you've been eyeing a great local deal or waiting for the perfect moment to use a Groupon you've been holding onto, now's the time."

The \$100,000 Summer to Redeem Sweepstakes runs today through Aug. 24. In addition to the grand prize of \$50,000 in cash, customers who buy or redeem local Groupons during the period will be entered into weekly drawings where 15 people will win \$500 cash prizes each week. More information and the official rules can be found [here](#).

For those who need inspiration on how to break out of routine or find fun things to do this summer, Groupon has joined forces with six local experts who are sharing their best #SummerOfGroupon stories and experiences for four weeks. Bloggers include Jamie from [eighteen25](#) in Las Vegas, Christina of [The Taylor House](#) in Minneapolis, Monica of [Run, Eat, Repeat](#) in Los Angeles, Jessica of [Modern Day Moms](#) in Tampa, Fla., Penelope of [Penelope's Oasis](#) in New York and Amy of [Mod Podge Rocks](#) in Atlanta. At the end of four weeks, one of these influencers will win \$20,000 cash.

"Groupon is amazing and I am excited to be working with them this summer," said Jessica of [Modern Day Moms](#). "I look forward to sharing my experiences and behind-the-scenes of our Groupon summer fun."

The summer bloggers, and customers across the nation, will take full advantage of the season with Groupon's [Summer Shop](#). Each week a new theme will be featured, including Epic Adventures, Beach Bodies, Family Fun, Fresh Eats, Summer Shindigs and Pampering.

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.

*NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Odds of winning depend on the total number of entries received. Void where prohibited by law. Sweepstakes only open to legal residents of the 50 U.S. or D.C., 18+. Entry period ends: 11:59 p.m. CT on 8/24/14. ARV of all prizes: \$102,500. Subject to full [Official Rules](#). Sponsor: Groupon, Inc., 600 West Chicago Avenue, Ste. 400, Chicago, IL 60654.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140707005499/en/>

Press Contact:

Groupon
Tim DeClaire, 312-459-5720
tdeclaire@groupon.com

Source: Groupon

News Provided by Acquire Media