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Groupon Unveils Time-Based Deals for All Local Businesses that Accept Reservations or Take Appointments

New technology lets users buy, book and redeem Groupons without a voucher or mobile device at their favorite merchants

CHICAGO--(BUSINESS WIRE)-- Today, Groupon (<http://www.groupon.com>) (NASDAQ: GRPN) announced a new time-based deals option for all local businesses that accept reservations or take appointments, enabling them to control exactly when customers come into their business. After a successful pilot with Rick Bayless' Frontera Grill (<http://www.groupon.com/deals/frontera-grill-2>) in Chicago and approximately 100 other food and beverage establishments, the platform is now available to all restaurants that accept reservations with plans to expand to other categories of merchants that take appointments.

"Offering this type of deal through Groupon is a fantastic way for even the busiest restaurants to diversify the ways in which they engage with customers and strengthen their brand," said Rick Bayless, owner of Frontera Grill, Chicago. "They're making it really easy for us to fill tables during off-peak times, which generates more revenue for the restaurant and gives us more opportunities to attract new customers and turn them into lifelong fans."

Customers have the option to make a reservation or book an appointment via the Groupon mobile app or Groupon.com at the time of purchase or afterwards. Since the purchase is booked in advance for a specific time, there is no longer a need to present a mobile device or voucher when deals are redeemed.

"Groupon is making it easier for people to buy and book what they want, when they want it and also providing local businesses with an important yield management tool that drives additional revenue," said Julie Szudarek, senior vice president, Local Deals. "Our new booking technology provides merchants even greater control over their deals to match the needs of their business and offers a tremendous customer experience. And as more and more businesses list their reservation and appointment inventory with us, it gives our customers another reason to always check Groupon first."

Reservation and appointment deals will expand soon to other popular categories, including salons, spas, classes and activities. Any business interested in running these types of offers can contact restaurants@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. 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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140903005557/en/>

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