



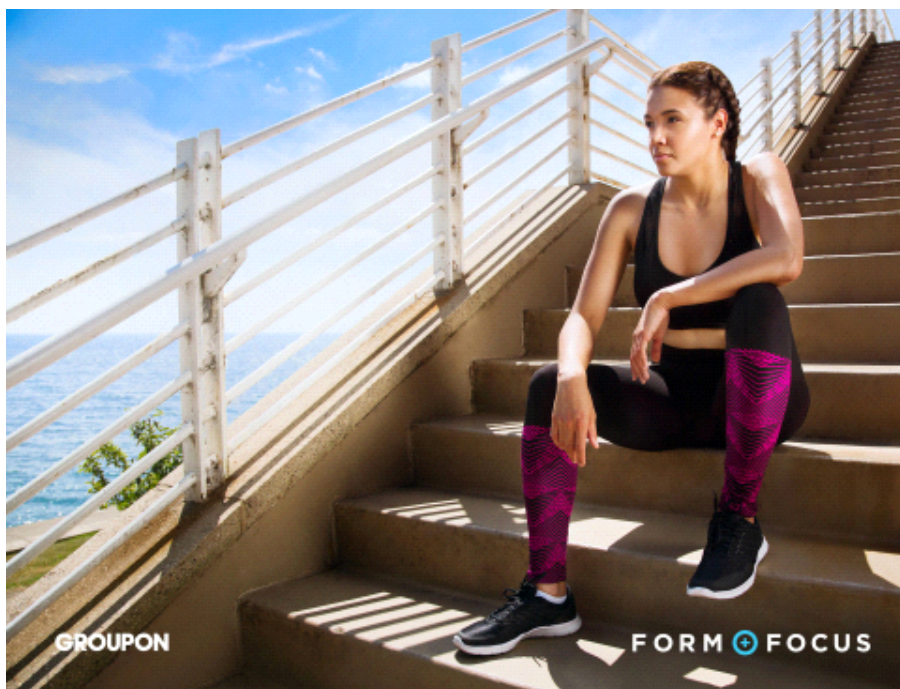
August 4, 2016

## Groupon Steps Up Fitness Game with New Private-Label Women's Clothing Line

*Form+Focus™ activewear collection builds on the company's success with fitness-related experiences, products and apparel offers*

CHICAGO--(BUSINESS WIRE)-- Today Groupon ([www.groupon.com](http://www.groupon.com)) announced an expansion of its popular fitness-related deals business, which ranges from local yoga classes and gym memberships to fitness trackers and workout gear, to include a new private-label women's activewear clothing line named [Form+Focus](#). Available exclusively through Groupon Goods--the company's consumer products channel--Form+Focus targets Groupon's core female customer demographic by providing them with a stylish, functional and affordable alternative to wear while working out or lounging around.

This Smart News Release features multimedia. View the full release here:  
<http://www.businesswire.com/news/home/20160804005935/en/>



"We've seen significant demand for this type of clothing--especially given the popularity of our local fitness-related offers. Form+Focus offers women a variety of options for any activity," Jacob Hawkins, vice president, Groupon Goods North America. "It's a natural next step for us to offer customers the opportunity to enhance their workouts with a collection of quality activewear at an incredible value."

Form+Focus activewear is available in a wide range of colors and sizes. Launch deals on Groupon Goods include:

### Tops

[Open Back Long Sleeve Top--\\$18.99](#)  
[Tie Back Seamless Tank--\\$11.99](#)  
[High Neckline Racerback Tank--\\$11.99](#)  
[Twisted Back Seamless Tank--\\$11.99](#)

### Bottoms

[SkinnyFix Geo-Printed Control Top Leggings--\\$14.99](#)

Form+Focus activewear collection builds on Groupon's success with fitness-related experiences, products and apparel offers (Photo: Business Wire)

[SkinnyFix Tie Dye Waist Control Top Capri --\\$12.99](#)  
[Running Shorts \(2-Pack\)--\\$22.99](#)  
[Seamless Shorts \(2-Pack\)--\\$12.99](#)

### Bras

[Seamless Tie-Dye Sports Bra \(2-Pack\)--\\$19.99](#)  
[Multi-Strap Seamless Sports Bra \(2-Pack\)--\\$19.99](#)

Form+Focus is Groupon's sixth private-label brand. Other Groupon Goods private labels include: women's apparel, footwear and accessory brands--[Sociology](#) and [Olive Street](#), men's apparel, footwear and accessories--[Oak & Rush](#), home goods--[Wexley Home](#) and pet goods--Franklin Fox.

According to the [Private Label Manufacturers Association](#), sales of private-label store brands reached a record \$118.4 billion in the United States last year.

"Form+Focus," "Sociology," "Olive Street," "Oak & Rush," "Wexley Home" and "Franklin Fox" are trademarks of Groupon, Inc., and "Groupon" is registered in the U.S. and other countries. All other names used may be trademarks owned by their respective holders.

## **About Groupon**

Groupon (NASDAQ: GRPN) is building the daily habit in local commerce, offering a vast mobile and online marketplace where people discover and save on amazing things to do, see, eat and buy. By enabling real-time commerce across local businesses, travel destinations, consumer products and live events, shoppers can find the best a city has to offer.

Groupon is redefining how small businesses attract and retain customers by providing them with customizable and scalable marketing tools and services to profitably grow their businesses.

To download Groupon's top-rated mobile apps, visit [www.groupon.com/mobile](http://www.groupon.com/mobile). To search for great deals or subscribe to Groupon emails, visit [www.groupon.com](http://www.groupon.com). To learn more about the company's merchant solutions and how to work with Groupon, visit [www.groupon.com/merchant](http://www.groupon.com/merchant).

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