



December 5, 2012

Groupon Appoints Mike DeLuca as VP of Sales for Breadcrumb

CHICAGO--(BUSINESS WIRE)-- Groupon (www.groupon.com) (NASDAQ: GRPN) announced today that effective immediately Mike DeLuca has assumed the role of VP of Sales for Breadcrumb, the company's iPad-based [point-of-sale system for restaurants](#), bars and cafes. In addition, DeLuca will remain in his current role as VP of Sales and Operations for Savored, a Groupon-owned [restaurant reservation](#) and yield management platform for high-end establishments. He will continue to report to Rob Kilgarrieff, VP and GM of North American Sales and Account Management, Groupon.



DeLuca is a 20-year sales veteran with experience at a number of technology companies that cater to local businesses. In the early days of Savored, he played a key role as Chief Revenue Officer, and prior to that he served as SVP of Sales and Operations at AOL Local, where he managed all revenue and operations for a sales team of more than 300 inside and field representatives. DeLuca has also held SVP and VP sales and operations roles at Yahoo and Yodle, a New York-based startup specializing in marketing management tools.

"Mike is a seasoned sales leader with an innate understanding of the needs and operational challenges hospitality businesses face," said Kilgarrieff. "He has greatly accelerated our efforts to introduce both Breadcrumb and Savored to restaurants."

DeLuca has a B.S. in Communications and Human Development from Boston College.

About Breadcrumb

Founded in New York City in January 2011 by a team of restaurant industry veterans, Breadcrumb is an easy-to-use, powerful and affordable [iPad point-of-sale \(POS\) solution](#) for food and beverage businesses. Breadcrumb removes the complexities, costs and headaches of antiquated POS systems. Plans start as low as \$99 per month and include free installation and 24/7 phone and email support. Businesses interested in learning more about Breadcrumb can visit www.breadcrumbpos.com. The [Breadcrumb App](#) can be downloaded for free from the iTunes App Store.

About Savored

[Savored](#) is a leading provider of [restaurant reservations](#) and [high-end restaurants discounts](#). More than 1,000 businesses nationwide

Groupon named Mike DeLuca VP of Sales for Breadcrumb, the company's iPad-based point-of-sale system for restaurants. (Photo: Business Wire)

have used Savored's platform for [restaurant yield management](#) to offer diners the lowest possible prices at some of the best restaurants. After booking a reservation on Savored.com and visiting the restaurant, diners enjoy up to a 40 percent discount applied automatically to their bill. Merchants enjoy incremental revenue for tables that would otherwise be empty, and consumers are incentivized by the 'built-in' discount and roster of high-end eateries to explore. Merchants can learn more about Savored's free 30-day trial at <http://savored.com/free-trial/> or by calling (877) 801-1209. Consumers can sign up to receive Savored emails at <http://savored.com/signup/>.

About Groupon

[Groupon](#) (NASDAQ: GRPN) is a global leader in local commerce, making it easy for people around the world to search and discover great businesses at unbeatable prices. Groupon is reinventing the traditional small business world by providing merchants with a suite of products and services, including customizable deal campaigns, [credit card payments processing](#) capabilities and [point-of-sale solutions](#) to help them attract more customers and run their operations more effectively. By

leveraging the company's global relationships and scale, Groupon offers consumers incredible deals on the best stuff to eat, see, do, and buy in 48 countries. With Groupon, shoppers discover the best a city has to offer with [Groupon Local](#), enjoy vacations with [Groupon Getaways](#), and find a curated selection of electronics, fashion, home furnishings and more with [Groupon Goods](#). To subscribe to Groupon emails, visit www.Groupon.com. 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/20121205005506/en/>

Groupon
Nick Halliwell
312.999.3806
nhalliwell@groupon.com

Source: Groupon

News Provided by Acquire Media