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Groupon Merchant Satisfaction Beats Industry Benchmarks

New Data Shows Merchants Rate Groupon Higher than Most B2B Businesses

CHICAGO--(BUSINESS WIRE)-- Groupon (<http://www.groupon.com>) (NASDAQ: GRPN) drives satisfaction among merchants, attracts new customers and inspires consumer loyalty, according to research commissioned by Groupon from ForeSee (<http://www.foreseeresults.com>), a customer experience analytics company. ForeSee's Daily Deal Commentary and B2B Benchmark, independent studies recently completed by the research firm, confirmed these findings.

Data collected from thousands of local merchants who have worked with Groupon shows that these businesses see significant value and benefits, including increases to their customer bases, consumer loyalty and brand awareness.

Key findings from the reports include:

Groupon earns high marks in merchant satisfaction

- Groupon's overall merchant satisfaction was a very strong 79 in March (source: ForeSee Groupon Satisfaction Study, March 2012)
- The average satisfaction score for a B2B company in ForeSee's benchmark is 64, which means that Groupon's merchant satisfaction score is 15 points higher than an average of its B2B peers, and even exceeds the Fortune 500 benchmark by 10 points (source: ForeSee Satisfaction Benchmark, March 2012)

Groupon brings business through the door and helps local merchants attract long-term, loyal customers

- Groupon brings customers in the door and 74% of merchants say that is the main reason they work with the company (source: ForeSee Groupon Satisfaction Study, March 2012)
- 91% of daily deal customers have already or plan to conduct business with the merchant again since buying the deal (source: Foresee Daily Deal Commentary, February 2012)

"We see that satisfaction with Groupon is consistently above average, for both merchants and customers alike, and our extensive research shows us that companies who score favorably with these two groups are well-positioned for success," said Larry Freed, President and CEO of ForeSee. "All of the studies we've done about Groupon lead me to believe this is a company that clearly drives new and repeat business."

"Our internal data regularly demonstrates high merchant satisfaction and strong results for local businesses running Groupon features," said Eric Rasmussen, VP Market Research at Groupon. "The ForeSee Daily Deal Commentary report confirms the important role Groupon plays to help local businesses spark growth and entice new customers."

To further improve a merchant's ability to evaluate their performance with Groupon, the company recently launched a series of products designed to improve ease of use, increase ROI transparency and deepen merchant-to-customer relationships. These include the free online scheduling tool Groupon Scheduler (<http://www.groupon.com/scheduler>) as well as the company's loyalty program for businesses, Groupon Rewards (<http://www.groupon.com/rewards>) and the revamped Merchant Center, a dashboard providing real-time customer feedback and performance across traditional Feature Deals and Groupon Now! Deals. Merchants can also use Groupon's free iPhone and Android applications to redeem vouchers and track deal performance.

Sources:

ForeSee B2B Benchmark, March 2012 (Independent Study)

ForeSee Daily Deal Commentary, February 2012 (Independent Study)

ForeSee Groupon Satisfaction Study, March 2012 (Commissioned by Groupon)

About Groupon

Groupon, launched in November 2008 in Chicago, features a daily deal on the best stuff to do, eat, see and buy in 48 countries around the world. Groupon uses collective buying power to offer huge discounts and provide a win-win for business and consumers, delivering more than 1,000 daily deals globally. To subscribe for the best deals in your city, visit <http://www.groupon.com>. To learn how to become a featured business, visit <http://www.grouponworks.com>.

Forward-Looking Statements

This announcement contains forward-looking statements that involve risks and uncertainties, and actual results could differ materially from those discussed. Factors that could cause or contribute to such differences include, but are not limited to, the factors included under the headings "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in the company's Annual Report on Form 10-K for the year ended Dec. 31, 2011, filed with the Securities and Exchange Commission, copies of which may be obtained by visiting the company's Investor Relations web site at <http://investor.groupon.com> or the SEC's web site at www.sec.gov. You should not rely upon forward-looking statements as predictions of future events. Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee that the future results, levels of activity, performance or events and circumstances reflected in the forward-looking statements will be achieved or occur. Moreover, neither we nor any other person assumes responsibility for the accuracy and completeness of the forward-looking statements. We undertake no obligation to update publicly any forward-looking statements for any reason after the date of this press release to conform these statements to actual results or to changes in our expectations.

For images and video, please visit <http://www.thenewsmarket.com/groupon>.

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