



May 9, 2012

## Groupon Announces Camp Groupon, an Urban Immersion Weekend

CHICAGO--(BUSINESS WIRE)-- Groupon (NASDAQ: GRPN) (<http://www.groupon.com>) welcomes 2,000 of the world's finest customers to its native Chicago this summer for Camp Groupon: a one-of-a-kind, all-inclusive urban adventure weekend (July 6 — July 8, 2012) packed with activities, Chicago cuisine, nightly celebrations with international recording artists and more, all from Groupon's signature local merchants. Tickets go on sale May 9th at Groupon prices, exclusively on Groupon at <http://camp.groupon.com>.

Campers begin to customize their trip right at purchase, determining the weekend's adventures by choosing three of six organized activity tracks tailored to their interests:

- **Adventure Hill** — Get an adrenaline rush by skydiving at Chicagoland Skydiving Center, kayaking down the Chicago River and taking a class with the Joffrey Academy of Dance, Official School of The Joffrey Ballet
- **Explorer's Valley** — Only Chicago has Wendella Chicago River Architectural Boat Tours and the Shedd Aquarium to see the city at its finest
- **Gourmet Gorge** — Discerning appetites enjoy sushi-making classes at Union Sushi + BBQ Bar, bartender mixology lessons, wine tastings and Goose Island Brewery tours
- **Spectacle Canyon** — See and be seen at the Blue Man Group, Laugh Factory and Broadway in Chicago
- **Tranquility Glen** — Get zen with art classes, create a personal scent at Aroma Workshop and enjoy wine tasting at Bin 36
- **Do-Goooder Lagoon** — Pay it forward by participating in community service projects supporting PAWS and the Greater Chicago Food Depository

Festivities continue Friday and Saturday nights with Movie Night at Wrigley Field and a private party and dazzling fireworks display at Navy Pier with The Counting Crows and Grace Potter and the Nocturnals.

Immersed in the best Chicago has to offer, Groupon guests will stay at Chicago's signature hotels in the heart of downtown and dine at iconic and trendy eateries such as Lou Malnati's, Mercadito and Hub 51. Camp Groupon counselors will also be on hand to help guide each experience.

"We can't wait to show off our hometown and introduce out-of-town and local subscribers to the hidden gems and namesake merchants who make Chicago a world-class city," said Andrew Mason, CEO, Groupon. "We've planned a weekend full of incredible events at an unbelievable value for consumers, with plenty of surprises along the way."

Tickets start at \$749 per camper, which includes two nights at luxury downtown hotels, curated activities, meals, entertainment and local transportation. Airfare to and from Chicago is not included.

As a Chicago-based company, Groupon is proud to have sponsors with ties to Chicago. Lifeway Foods, Inc (<http://www.lifewaykefir.com>), maker of kefir, a probiotic dairy beverage, is headquartered in the Chicagoland area and has run many successful Groupons with their Starfruit Cafe concept. Cricket Wireless (<http://www.mycricket.com/>) is a leading provider of innovative and value-driven wireless services, and one of its biggest markets is Chicago; Coors Light (<http://www.coorslight.com/>) has headquarters in the Chicagoland area.

### 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>.

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