



November 21, 2012

## **Groupon Launches 3rd Annual Grouponicus Wintertime Celebration**

CHICAGO--(BUSINESS WIRE)-- Groupon (NASDAQ: GRPN) (<http://www.groupon.com>) today kicks off this holiday season's Grouponicus, the 3<sup>rd</sup> annual ancient wintertime celebration full of great deals, super shopping tips and bags of sand. This year's Grouponicus is bigger and better than ever with new holiday catalogs, an automated gift finder, real-time gift suggestions via Twitter, free shipping, a headless snowman and lots and lots of fun!

"I really didn't think this year could ever be better than last year," said Barnicus Stapleton, Groupon Chief of Gifting and author of *The Gift of Chiefing*. "But then I stared down into the Well of Regret and discovered even more spectacularity than I ever dreamed possible. There are mountainous deals, magnificent products and majestic fun for all."

This year's Grouponicus celebration includes the following:

### **Groupon Gift Finder**

Groupon's first-ever Gift Finder—at <http://www.groupon.com/gifts>—takes the guesswork out of making gift decisions. After answering three simple questions about the giftee, the Gift Finder searches through thousands of deals throughout Groupon to display the perfect options.

### **Real-Time Gift Suggestions**

Groupon also debuts real-time gift suggestions via its Twitter account, @groupon. Simply tweet using the #groupongifts hashtag and tell us who you're looking for, where they live and what they're into.

### **Groupon Goods Holiday Catalogs**

This year Groupon Goods launched its first-ever holiday catalog, featuring great deals on gifts for Him, Her, Them, You, Those Guys Over There and It, as well as Groupon Goods' first toy catalog stuffed to the brim with must-have toys for kids of all ages. The catalogs launched on Nov. 9 and are available at [groupon.com/goods](http://groupon.com/goods) through Thanksgiving Day.

### **Groupon Goods Free Shipping and Free Returns**

Also new this year, Groupon Goods purchases over \$15 and weighing less than 150 lbs. come with free shipping. Also, returns weighing less than 150 lbs. can be shipped back to Groupon Goods for free via the convenient Online Return Center. Free shipping of orders over \$15 and free returns may be subject to certain restrictions. See <http://www.groupon.com/goods> for more details.

### **Groupon's Head and Seek Sweepstakes**

On Dec. 6 Groupon launches "Head and Seek," a daily sweepstakes offering consumers a chance to win \$1,000 in Groupon Bucks each day through Dec. 12. The game is simple: Find the Headless Snowman's head hidden in a deal within <http://www.groupon.com/gifts> and you can enter to win a \$1,000 or \$100 in Groupon Bucks. Groupon's Facebook page, <http://www.facebook.com/groupon> and Twitter page, <http://www.twitter.com/groupon> for clues each day.

### **Grouponcierges**

The Grouponcierges are Groupon's resident holiday gift-giving experts. They're a wealth of knowledge on all things Groupon gifting and how to deal with the toughest people to buy for on your list this season. The Grouponcierges are currently touring the country to make local television and radio appearances, all in an effort to spread holiday cheer and give consumers helpful holiday tips. To book a Grouponcierge for an interview, email [press@groupon.com](mailto:press@groupon.com).

### **Give Back with Groupon Grassroots**

Groupon Grassroots is launching a series of six national campaigns as a part of our holiday initiative — "The Big Give" — to help showcase Groupon as a resource for gifting this season, particularly charitable giving. Starting Thursday, November 15th, our customers can participate in The Big Give by visiting <http://www.groupon.com/grassroots> to donate to the Groupon Grassroots campaigns. Groupon is also excited to be a founding partner of [#GivingTuesday](#), a national movement dedicated to giving, similar to how Black Friday and Cyber Monday have become days synonymous with holiday shopping.

### **Grouponicus on the Go**

For shopping on the go, Grouponicus deals are also be available via the Groupon mobile app (<http://www.groupon.com/mobile>) for iPhone and Android. To download the free Groupon app, visit the iPhone App Store or the Android Marketplace. To learn more about Groupon or Grouponicus and to start receiving emails with the best deals this holiday season, visit <http://www.groupon.com>.

### **About Grouponicus**

Grouponicus is Groupon's 3<sup>rd</sup> annual ancient wintertime celebration, bringing you deals that are perfect for giving an unforgettable experience. As legend has it, each year, Groupo the Deal Bird leaves his kingdom of Winterland to fly to the homes of true believers (marked by the tasty piles of sand left on their doorsteps). Groupo leaves a stack of Groupons in their ovens to reward them for adhering to the 8 Tenets of Grouponicus. Learn more about Groupo, his colorful friends, and the great deals he heralds at <http://www.groupon.com/pages/groupos-workshop>.

### **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](http://www.Groupon.com). To learn more about the company's [merchant solutions](#) and how to [work with Groupon](#), visit [www.GrouponWorks.com](http://www.GrouponWorks.com).

Groupon  
Tim DeClaire, 312-459-5720  
[tdeclaire@groupon.com](mailto:tdeclaire@groupon.com)

Source: Groupon

News Provided by Acquire Media