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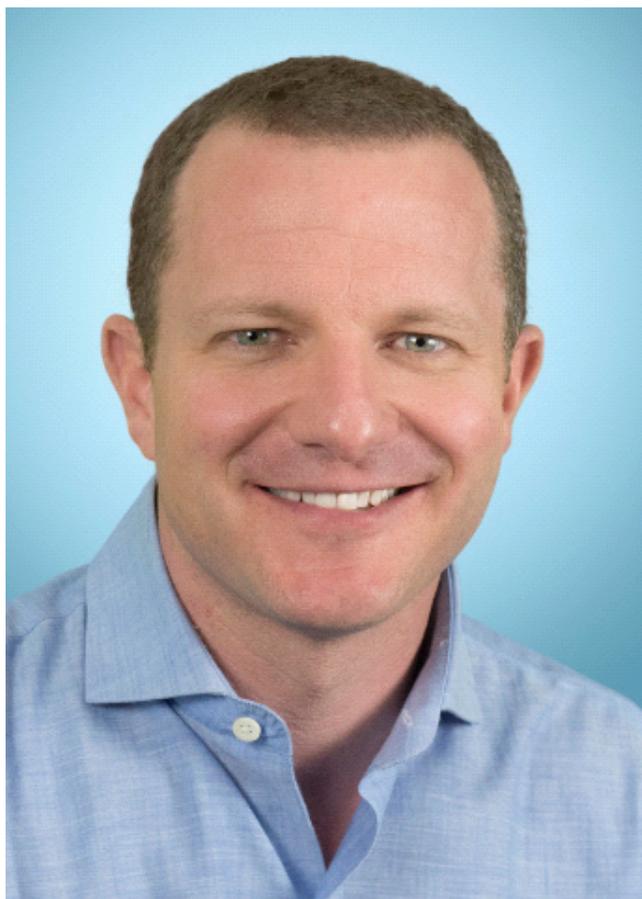
## Groupon Names Aaron Cooper as President of North America

*E-commerce veteran previously helmed Groupon's Local business*

CHICAGO--(BUSINESS WIRE)-- Groupon today announced that it has named Aaron Cooper as President of North America, giving him oversight of the company's Local, Travel and Goods businesses in the United States and Canada. Cooper currently serves as Senior Vice President of North America Services, which includes Local and Travel, and will continue in that capacity while adding responsibility for the Goods North America business.

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"Aaron has deep, scale ecommerce experience and is a true champion of our mission to become the daily habit in local," said CEO Rich Williams. "Aaron understands the enormous opportunity that we have in front us and has both the operational and strategic strengths to help expand our marketplace for merchants and customers."

Cooper first joined Groupon in 2010, serving as chief marketing officer, head of North America Travel and head of North America Goods before assuming his current role in December 2015. In his new role, he will continue to play a leadership role in shaping the company's ongoing card-linked offers and beauty-booking voucherless initiatives designed to create a more convenient and easy experience for both customers and merchants and improve frequency.

"Bringing our three North American businesses under the same roof will enable us to take a more holistic view of our business and maximize resources on behalf of our customers and merchants," said Cooper. "We'll continue to take all of the ways Groupon makes life less boring and present them to our customers in a way that excites them and keeps them coming back over and over again."

Prior to joining Groupon, Cooper held a variety of marketing and leadership positions at Orbitz and optionsXpress after consulting roles at AEG Partners, AOL and Price Waterhouse Management Consultants.

### 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.

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