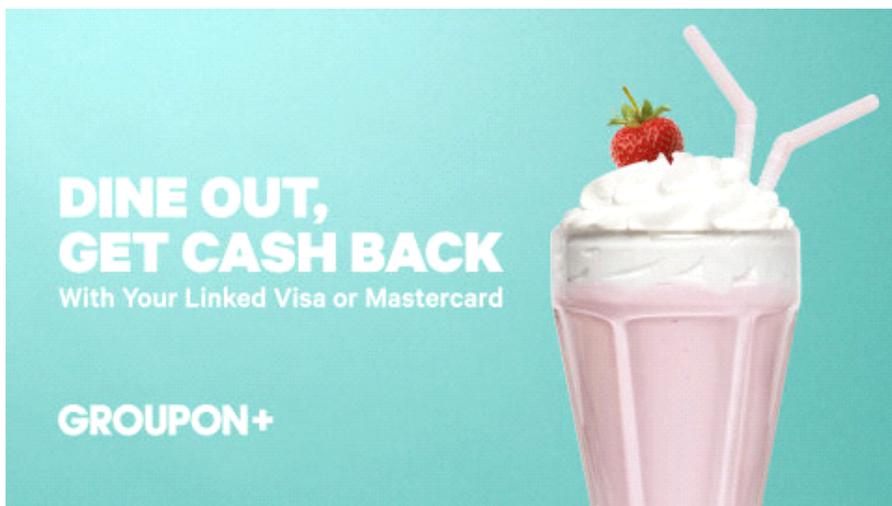


Groupon Makes Date Night Affordable and Easy with Groupon+--Free-to-claim, Cash-back Restaurant Deals for Mastercard and Visa Cardholders

- | *Completely voucherless deals--with nothing to ever print out or bring in--represent the most seamless way to save at local restaurants and other neighborhood favorites in 23 U.S. markets*
- | *Customers with an enrolled credit or debit card can access offers of up to 30 percent cash back on their card statements from purchases at more than 1,500 local restaurants--all without the hassles of a having to print out a piece of paper or hand over their phone*
- | *New Groupon survey on the latest dating trends revealed that nearly 80 percent of people would use a discount on a date, and almost half of those who said no would change their mind if they could do so discreetly*

CHICAGO--(BUSINESS WIRE)-- Today, Groupon announced the launch of Groupon+ (Groupon Plus): free-to-claim, cash-back restaurant deals available in 23 U.S. markets that enable customers to seamlessly save money just by paying with their enrolled credit or debit cards. Groupon customers with an eligible Mastercard or Visa credit or debit card in these markets can now enroll for free and access offers of up to 30 percent cash back from purchases at more than 1,500 participating local restaurants and other neighborhood favorites--all without the hassles of a having to print out a piece of paper or hand over their phone.

This Smart News Release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20170907005894/en/>



"Being the daily habit in local means making the saving experience much more convenient for both customers and businesses," said Aaron Cooper, president of North America, Groupon. "With Groupon+, diners sign up once, add cash-back offers to their credit or debit card, pay and save at their favorite restaurants without any additional hassles."

According to a new Groupon survey on the latest dating trends, nearly 80 percent of people would use a discount on a date, and almost half of those who said no would change their mind if they could do so discreetly.

How Groupon+ Deals Work:

Groupon customers with an eligible Mastercard or Visa credit or debit card in these markets can now enroll for free and access offers of up to 30 percent cash back from purchases at more than 1,500 participating local restaurants and other neighborhood favorites--all without the hassles of a having to print out a piece of paper or hand over their phone. (Photo: Business Wire)

- | Free - Get cash back deals for FREE
- | Easy - No awkward printouts, no blackout dates

- | Every Time - Get cash back on your credit or debit card statement every time you visit claimed restaurants

"Every day, people are looking to get the most out of every experience, whether shopping, dining or visiting with family and friends. Through our expanded partnership with Groupon, we're able to offer our cardholders greater convenience and on-demand access to new deals, while continuing to benefit from all of the protections and features of their Mastercard cards," said Sherri Haymond, executive vice president of Digital Partnerships, Mastercard.

"Visa U.S. accountholders spent \$312 billion at fine-dining and quick-service restaurants,"* said Doug Rappoport, vice president, Visa Commerce Solutions, Visa. "Visa's card-linked services enable Groupon+ participating businesses to turn manual offer redemption into an automated experience, which can help them drive incremental business and make for more loyal customers."

Together, Mastercard and Visa accounted for more than 84 percent of purchase volume on U.S. general purpose credit and debit cards in 2016.**

From now until Sept. 10, customers with an eligible Visa card in one of the 23 markets where Groupon+ is available, have a chance to win a 7-day culinary adventure for two in Paris where they'll discover the flavors of French cuisine through hands-on cooking classes, experience guided tours and eat dinner inside the Eiffel Tower. Customers can enter for a chance to win by visiting <https://www.groupon.com/deals/ga-epitourean-24>.***

The 23 U.S. markets where Groupon+ is live include: New York, Los Angeles, Chicago, Philadelphia, Dallas, San Francisco, Boston, Washington, D.C., San Jose, Atlanta, Houston, Seattle, Phoenix, Tampa, Minneapolis, Miami, Denver, San Diego, Las Vegas, Austin, Newark, N.J., Long Island, N.Y. and Orange County, Calif.

Groupon plans to expand Groupon+ to include national brands and additional markets, as well as continue to move deeper into other categories beyond restaurants.

*Based on VisaNet data: January 1-December 31, 2016

**https://www.nilsonreport.com/publication_chart_and_graphs_archive.php?1=1&year=2017

***NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Only open to Visa card holders. To enter without making a purchase, visit <http://gr.pn/sweeps> and provide the information requested. Limit 1 entry per person per day regardless of method of entry. Odds of winning depend on the total number of entries received. Void where prohibited by law. Sweepstakes only open to legal residents of New York City, Los Angeles, Chicago, Philadelphia, Dallas, San Francisco, Boston, Washington, D.C., San Jose, Atlanta, Houston, Seattle, Phoenix, Tampa, Minneapolis, Miami, Denver, San Diego, Las Vegas, Austin, Newark, N.J., Long Island, N.Y. and Orange County, Calif. (or the immediately surrounding areas), 18+. Entry period ends: 11:59 p.m. ET on Sept. 10, 2017. ARV of prize: \$10,000 USD. Subject to full [Official Rules](#). Sponsor: Groupon, Inc., 600 West Chicago Avenue, Ste. 400, Chicago, IL 60654

Note on Forward-Looking Statements

The statements contained in this release that refer to plans and expectations for the future are forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, that involve a number of risks and uncertainties, and actual results could differ materially from those discussed. The words "may," "will," "should," "could," "expect," "anticipate," "believe," "estimate," "intend," "continue," "plan" and other similar expressions are intended to identify forward-looking statements. These forward-looking statements involve risks and uncertainties that could cause our actual results to differ materially from those expressed or implied in our forward-looking statements. Such risks and uncertainties include, but are not limited to, volatility in our revenue and operating results; risks related to our business strategy, including our strategy to grow our local marketplaces, Groupon+ and other initiatives, marketing strategy and spend and the productivity of those marketing investments; and competing successfully in our industry. For additional information regarding these and other risks and uncertainties, we urge you to refer to the factors included under the headings "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in the Groupon's Annual Report on Form 10-K for the year ended December 31, 2016, and our other filings 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. Groupon's actual results could differ materially from those predicted or implied and reported results should not be considered an indication of future performance.

You should not rely upon forward-looking statements as predictions of future events. Although Groupon believes that the expectations reflected in the forward-looking statements are reasonable, it 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 the company nor any other person assumes responsibility for the accuracy and completeness of the forward-looking statements. The forward-looking statements reflect Groupon's expectations as of August 2, 2017. Groupon undertakes no obligation to update publicly any forward-looking statements for any reason after the date of this release.

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.

To download Groupon's top-rated mobile apps, visit www.groupon.com/mobile. To search for great deals or 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.groupon.com/merchant.

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Groupon+ TV spots can be found via the [Groupon YouTube channel](#).

View source version on [businesswire.com](http://www.businesswire.com): <http://www.businesswire.com/news/home/20170907005894/en/>

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