

RetailMeNot, Inc. Prices Initial Public Offering

AUSTIN, Texas, July 18, 2013 /PRNewswire/ -- RetailMeNot, Inc., the world's largest digital coupon marketplace, today announced its initial public offering of 9,090,908 shares of its Series 1 common stock at a price to the public of \$21.00 per share. The shares are expected to begin trading on July 19, 2013, on the NASDAQ Global Select Market under the ticker symbol "SALE." Of the shares in the offering, 4,545,454 shares are being offered by RetailMeNot and 4,545,454 shares are being offered by selling stockholders. In addition, the selling stockholders have granted the underwriters a 30-day option to purchase up to an additional 1,363,636 shares of Series 1 common stock at the same price per share to cover over-allotments, if any. RetailMeNot will not receive any proceeds from the sale of shares by the selling stockholders.

(Logo: <http://photos.prnewswire.com/prnh/20130626/DA38415LOGO>)

Morgan Stanley & Co. LLC, Goldman, Sachs & Co. and Credit Suisse Securities (USA) LLC are serving as joint book-running managers for the offering, with Jefferies LLC and RBC Capital Markets Corporation acting as co-lead managers and Stifel, Nicolaus & Company, Incorporated and William Blair & Company, L.L.C. acting as co-managers.

The offering of these securities will be made only by means of a prospectus, copies of which may be obtained, when available, from Morgan Stanley & Co. LLC, Attention: Prospectus Department, 180 Varick Street, 2nd Floor, New York, NY 10014, telephone: 1-866-718-1649, or email: prospectus@morganstanley.com; Goldman, Sachs & Co., Attention: Prospectus Department, 200 West Street, New York, New York 10282, telephone: 1-866-471-2526, or email: prospectus-ny@ny.email.gs.com; or Credit Suisse Securities (USA) LLC, Attention: Prospectus Department, One Madison Avenue, New York, New York, 10010, telephone: 1-800-221-1037, or e-mail: newyork.prospectus@credit-suisse.com.

A registration statement relating to shares of the Series 1 common stock of RetailMeNot, Inc. has been declared effective by the Securities and Exchange Commission. This press release shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of, these securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

About RetailMeNot, Inc.

RetailMeNot, Inc. operates the world's largest digital coupon marketplace. The company's websites enable consumers across the globe seeking to save money to find hundreds of thousands of digital coupons from retailers. RetailMeNot, Inc. experienced more than 450 million visits to its sites in 2012.

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