

RetailMeNot Mobile App Promotion Gives Away eGift Cards to 20,000 Winners!

RetailMeNot to give away over half a million dollars in prizes with its "Snow Me the Money" Shake and Play Sweepstakes

AUSTIN, Texas, Nov. 20, 2013 /PRNewswire/ -- Do you have a smartphone? Are you able to shake your phone? Then you have a good chance at winning one of 20,000 eGift card prizes!

(Logo: <http://photos.prnewswire.com/prnh/20120308/DA66724LOGO-b>)

Snow Me the Money!

The number one digital coupon destination in the United States has just announced it is giving away over half a million dollars in prizes to its users with its "Snow Me the Money" Sweepstakes during the holidays.

It's as simple as downloading the app, signing up and shaking your smartphone. Twenty thousand winners will receive a \$25 eGift card. And even better, everyone who signs up will be entered into the grand prize sweepstakes for a chance to win one of five prizes worth up to \$10,000!

"The RetailMeNot mobile app is a must-have money-saving tool for shoppers to use throughout the holiday season and beyond," says Jill Balis, senior vice president of marketing. "This sweepstakes is a fun way for our company to introduce shoppers to the free RetailMeNot Coupons app by giving them a chance to win great prizes and save money while they shop online and in-store."

RetailMeNot users report an average savings amount of \$20 per order. Why not extend that savings with a shake? Users can shake the snow globe every day now through December 22 for a chance to win. And, if they don't win the first time, they can get additional chances to shake by sharing the sweepstakes with their friends.

Follow these three simple steps for a chance to win:

1. Download the free **RetailMeNot Coupons** (<http://bit.ly/OAQNK1>) app for iPhone or Android devices.
2. Click on the homepage tile to register and play daily.
3. Shake to win – it is that easy!

Contest participants can also tell three friends about the promotion for an extra chance to play each day. For official rules, visit rmn.promo.eprize.com/snowmethemoney/.

About RetailMeNot.com

RetailMeNot.com (www.retailmenot.com) is the largest digital coupon destination in the United States. Our mission is to help consumers save money and enjoy a hassle-free discount shopping experience. Since November 2006, our users have shared hundreds of thousands of digital coupons from retailers. Digital coupons are rated and ranked by users, ensuring that quality deals rise to the top and expired coupons drop down the list. RetailMeNot.com is operated by RetailMeNot, Inc., the world's largest marketplace for digital coupons.

Shopping on the go? Download the **RetailMeNot Coupons** app for **iPhone** and **Android** phones to access hot deals, browse top coupons, popular stores and categories and get thousands of online and in-store coupons to shop when you want, where you want. Make sure to "like" RetailMeNot.com and authorize the RetailMeNot app on Facebook, follow the company via Twitter [@retailmenot](https://twitter.com/retailmenot) and **add** us on Google+. Consumers can sign up for RetailMeNot's Online and In-Store Coupons Newsletter by visiting: <http://www.retailmenot.com/signup>.

About RetailMeNot, Inc.

RetailMeNot, Inc. (www.retailmenot.com/corp/) 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 and offers from retailers and brands. RetailMeNot, Inc. experienced more than 500 million visits to its websites in the last 12 months. The RetailMeNot, Inc. portfolio of coupon and deal websites includes www.RetailMeNot.com, the largest digital coupon marketplace in the United States; www.RetailMeNot.ca in Canada; www.VoucherCodes.co.uk, the largest digital coupon marketplace in the United Kingdom; www.Deals.com in Germany; www.Actiepagina.nl, a leading digital coupon site in the Netherlands; Bons-de-Reduction.com and www.Ma-Reduc.com, leading digital coupon sites in France; www.Poulpeo.com, a leading digital coupon site with cash back in France; and www.Deals2Buy.com, a leading discount offer site in North

America. RetailMeNot, Inc. went public in July 2013 and is listed on the NASDAQ stock exchange under the ticker symbol "SALE." Investors interested in learning more about the company can visit:

<http://investor.retailmenot.com/>.

Be sure to "like" RetailMeNot, Inc. on [Facebook](#) and follow the company via Twitter [@retailmenotinc](#).

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