

RetailMeNot Enters Relationship With OnStar to Power Digital Offers Within OnStar AtYourService

Relationship brings customers RetailMeNot digital offers from nearby restaurants and retailers in real-time to enhance the GM connected car experience

AUSTIN, Texas, Jan. 6, 2015 /PRNewswire/ -- RetailMeNot, Inc. (NASDAQ: SALE), which operates the world's largest marketplace for digital offers, today announced a relationship with OnStar (www.onstar.com). As part of the relationship, the full range of digital offers from RetailMeNot (www.retailmenot.com) will be integrated into the GM connected car experience through OnStar AtYourService, a new commerce and engagement platform for OnStar customers.



OnStar serves more than 6 million subscribers in North America and is a provider of connected safety, security and mobility solutions and advanced information technology. OnStar's key services include automatic crash response, stolen vehicle assistance, remote door unlock, turn-by-turn navigation, vehicle diagnostics and hands-free calling.

The integration of RetailMeNot's digital offers inventory into OnStar AtYourService will enable OnStar Advisors to help customers quickly find exciting sales, coupons or other deals at nearby stores and restaurants for which they request location directions.

"This is an incredible opportunity to give the RetailMeNot brand more exposure with millions of OnStar customers," said Steven Pho, senior vice president of corporate development at RetailMeNot, Inc. "Furthermore, integration of offers powered by RetailMeNot into OnStar AtYourService will deepen our relationship with mobile shoppers and help area retailers and restaurants benefit from another channel of traffic and sales from high-value shoppers."

"On the heels of our 4G LTE connectivity launch last year, OnStar is rolling out powerful, simple ways to bring daily-relevant, connected vehicle features like AtYourService to complement our foundation of safety and security technology," said Mark Lloyd, Consumer Online Officer for OnStar. "While establishing this new platform lays the groundwork, having great merchant relationships, like those powered by RetailMeNot, is what makes AtYourService truly valuable to our customers."

The first phase of the relationship will be unveiled this week at the 2015 Consumer Electronics Show at the Chevrolet booth. Special offers, powered by RetailMeNot, from national retailers will be integrated into the demonstration of Chevrolet's cars connected by OnStar with 4G LTE at its booth: Las Vegas Convention, North Hall: Booth #2831.

Through the first phase of the relationship, OnStar customers in Chevrolet, Cadillac, GMC and Buick vehicles will be able to connect with Advisors and will be offered any available deals powered by RetailMeNot at customers' requested destination.

About RetailMeNot, Inc.

RetailMeNot, Inc. (www.retailmenot.com/corp/) operates the world's largest marketplace for digital offers. The company enables consumers across the globe to find hundreds of thousands of digital offers from their favorite retailers and brands. During the 12 months ended September 30, 2014, RetailMeNot, Inc. experienced more than 655 million visits to its websites. In 2013, RetailMeNot estimates \$3.5 billion in its paid retailer sales were attributable to consumer traffic from digital offers in its marketplace. The RetailMeNot, Inc. portfolio includes RetailMeNot.com, the largest digital offer marketplace in the United States; RetailMeNot.ca in Canada; VoucherCodes.co.uk, the largest digital offer marketplace in the United Kingdom; Deals.com in Germany; Actiepagina.nl, a leading digital offer site in the Netherlands; Bons-de-Reduction.com and Ma-Reduc.com, leading digital offer sites in France; Poulpeo.com, a leading digital offer site with cash back in France; and Deals2Buy.com, a leading digital offer site in North America. RetailMeNot, Inc. 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/>.

About OnStar, LLC

OnStar, LLC (OnStar) is a wholly owned subsidiary of GM Holdings LLC ("GM"). Along with its affiliate Shanghai OnStar Telematics Co. Ltd (a joint venture involving OnStar, Shanghai General Motors Co., Ltd (SGM) and Shanghai Automotive Industry Corporation (SAIC)), OnStar serves 7 million subscribers in North America and China. OnStar is a provider of Emergency, Security, Navigation, Diagnostic and Connectivity services. OnStar with 4G LTE is currently available on more than 30 2015 GM models in the U.S. and Canada.

Media Contact:

Brian Hoyt
RetailMeNot, Inc.
+1 512 777 2957
bhoyt@rmn.com

Allison+Partners Public Relations
retailmenot@allisonpr.com

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

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/retailmenot-enters-relationship-with-onstar-to-power-digital-offers-within-onstar-atyourservice-300016293.html>

SOURCE RetailMeNot

<https://retailmenot.mediaroom.com/2015-01-06-RetailMeNot-Enters-Relationship-With-OnStar-to-Power-Digital-Offers-Within-OnStar-AtYourService>