

RetailMeNot Partners with Swirl to Promote Beacon-Powered In-Store Offers to Shoppers

AUSTIN, Texas, May 6, 2015 /PRNewswire/ -- RetailMeNot, Inc. (www.retailmenot.com/corp), the world's largest digital offers marketplace, and Swirl Networks, Inc. (www.swirl.com), provider of the leading proximity-based indoor mobile marketing platform, today announced a strategic partnership to bring in-store promotions using new beacon marketing technology to nearly 20 million RetailMeNot mobile app users and thousands of retailers and brands currently in the RetailMeNot marketplace.



The partnership enables more of RetailMeNot's retail and brand partners to engage high intent shoppers by delivering compelling offers to consumers while they shop in specific areas of a brick-and-mortar store. The company will begin to offer Swirl's platform and beacon hardware to its existing retail and brand partners, allowing them to take advantage of a powerful in-store marketing capability.

"With mobile commerce proving to be one of the most exciting new chapters of the RetailMeNot story, we have the ability with Swirl's beacon marketing platform to help more retailers and brands engage, influence and encourage millions of our users to shop smarter than ever when using their mobile device to save money on their purchases," said Cotter Cunningham, CEO and founder, RetailMeNot, Inc. "As we continue to see how important our mobile audience is to retailers, we are excited to partner with Swirl as we continue to explore how beacon technology makes the in-store shopping experience even more meaningful and valuable for consumers."

Swirl's platform leverages Bluetooth Low Energy beacons to trigger delivery of highly targeted and relevant digital promotions directly to consumers' smartphones while they shop in stores. The Swirl platform is already being used by leading retailers to power in-store mobile experiences across North America.

With this partnership, RetailMeNot will join the Swirl Audience Network, creating the industry's largest audience of shopping-focused consumers who can access beacon technology on their mobile devices. RetailMeNot mobile app users who opt-in to the new service will be eligible to receive offers and other promotional content based on their specific in-store location, personal preferences and shopping behavior at participating retail stores.

"With its strong history of digital and technology innovation, RetailMeNot has established themselves as a valued partner to leading retailers," said Hilmi Ozguc, founder and CEO of Swirl. "They have built an impressive mobile audience of avid shoppers and this partnership will bring immediate scale to retailers' beacon marketing efforts. We look forward to working with RetailMeNot to introduce this new capability to retailers and brands everywhere."

About Swirl Networks

Swirl (www.swirl.com) offers leading retailers, brand advertisers and publishers the industry's most advanced platform for proximity-based indoor mobile marketing. By leveraging the power of *Bluetooth®* Smart beacons and the Swirl platform, retailers are able to influence in-store shoppers at the precise time and place they are making purchase decisions. Swirl Ad Exchange is the world's first programmatic private ad exchange for beacon-powered mobile advertising, allowing brands to deliver highly targeted content to shoppers wherever their products are sold. Swirl is backed by top-tier investors including Twitter Ventures, Hearst Ventures, SoftBank Capital and Longworth Venture Partners. Learn more at swirl.com.

About RetailMeNot, Inc.

RetailMeNot, Inc. (<http://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 for their favorite retailers and brands. During the 12 months ended March 31, 2015, RetailMeNot, Inc. experienced more than 720 million visits to its websites, and during the three months ended March 31, 2015, monthly mobile unique visitors totaled 18.4 million. In 2014, RetailMeNot, Inc. estimates \$4.4 billion in 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 offers marketplace in the United Kingdom; Deals.com in Germany; Actiepagina.nl, a leading digital offers site in the Netherlands; Bons-de-Reduction.com and Ma-Reduc.com, leading digital offers sites in France; Poulpeo.com, a leading digital offers site with cash back in France; and

Deals2Buy.com, a digital offers 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>.

MEDIA CONTACTS:

Brian Hoyt
RetailMeNot, Inc.
+1 202 330 3070
bhoyt@rmn.com

Lee Glandorf
InkHouse (for Swirl Networks, Inc.)
+1 781 966 4145
swirl@inkhouse.com

Logo - <http://photos.prnewswire.com/prnh/20130312/DA74245LOGO>

SOURCE RetailMeNot, Inc.

<https://retailmenot.mediaroom.com/2015-05-06-RetailMeNot-Partners-with-Swirl-to-Promote-Beacon-Powered-In-Store-Offers-to-Shoppers>