

Beyond Coupons: RetailMeNot App Users Can Now Buy Popular Products at Great Prices

Just in Time for Father's Day, RetailMeNot's Team of Mobile Merchandisers Curates Product Offers Daily for Retailers With Mobile-Optimized Stores

AUSTIN, Texas, June 8, 2015 /PRNewswire/ -- RetailMeNot (www.retailmenot.com/mobile), the largest digital offers marketplace in the United States, announced that the company's Webby Award-winning shopping app just gave consumers another reason to shop smart and save on their mobile phones.



In addition to being the go-to destination for coupons and great offers at thousands of retailers, RetailMeNot today unveiled the first version of a new "products" section on the homepage of the company's app that will feature curated popular products that shoppers can buy at a great price. Just in time for Father's Day and using the company's existing team of expert merchandisers, RetailMeNot will provide app users an ongoing, updated and curated stream of product offers sold by merchants with mobile-optimized websites.

"Consumers are showing us that they are increasingly comfortable shopping on larger-screen mobile devices like the iPhone 6 and Samsung Galaxy Note, and that they are ready for more opportunities beyond coupons to save money when using the RetailMeNot app," said Matt Howitt, senior vice president, product, RetailMeNot, Inc. "Millions of users have made the RetailMeNot app a part of their shopping and savings experience when looking for store-specific offers. We believe product level deals that are easy to purchase from mobile-optimized retail sites will further enhance their shopping experience."

Once consumers click on a product within the RetailMeNot app experience, they will be deep-linked into the mobile-optimized page of a retailer where they can complete a purchase and handle shipping details. In the transaction, retailers remain the merchant of record and will benefit from owning and developing relationships with their customers. Additionally, RetailMeNot will work to ensure that the mobile experience is as seamless as possible for shoppers as the company continues to help retailers and brands facilitate the sale of their products within the app experience.

Where available, consumers have the opportunity to apply applicable coupons or offers provided by RetailMeNot to the products sold by retailers for additional savings.

As a part of a strategy to provide more features and services within the RetailMeNot app in 2015, the company also announced plans to quickly iterate on its "products" offering to make the shopping experience, including the transaction itself, more seamless with retailers.

"We've known for years that millions of consumers have been interested in product-level offers through our email newsletter program. Increasingly, we also know that we are engaging more shoppers with this new product-offer content through a mobile channel," said Cotter Cunningham, CEO and founder, RetailMeNot, Inc. "As we continue to see conversion rates increase in mobile commerce, we look forward to working with more retailers and brands to provide our millions of app users another way to more frequently save when they shop on their smartphones."

New Mobile Advertising Opportunity for Retailers

After ending the first quarter of 2015 with more than 18 million monthly mobile unique visitors, and seeing strong reported mobile revenue growth, RetailMeNot intends to support its fast-growing mobile audience by enabling retailers and brands, including the manufacturers of products that sell items through other retailers, the opportunity to advertise directly to targeted mobile shoppers through the app.

In addition to discovering amazing deals on the new "products" page within the app, RetailMeNot will use the power of the company's personalization engine to promote curated and targeted collections of products that it will send to millions of RetailMeNot app users via mobile push notifications. Additionally, RetailMeNot will offer advertisers retailer-specific collections of product to showcase inventory, e.g. a summer clothing line.

Interested advertisers can contact their RetailMeNot sales representatives or email Michael Jones, senior vice president, retail and brands solutions: michael.jones@rmn.com.

To read more about products and more ways to save on RetailMeNot, visit our blog coverage at: <http://www.retailmenot.com/blog/retailmenot-app-products.html>.

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 2015, the free RetailMeNot app was a Webby Award People's Voice recipient for being the best shopping app of the year. 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 offers 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>.

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