

Good Housekeeping And Savings Destination Retailmenot Team Up For July "Steals & Deals" Issue

FOR THE FIRST TIME, GOOD HOUSEKEEPING READERS CAN SHOP EXCLUSIVE DEALS ON THE PRODUCTS FEATURED

AUSTIN, Texas, June 21, 2016 /PRNewswire/ -- RetailMeNot (www.retailmenot.com), a leading digital offers destination that helps consumers save money, is proud to announce its partnership with leading lifestyle media brand *Good Housekeeping*. This first-ever collaboration will allow readers to simultaneously shop *Good Housekeeping's* top picks for summer while saving money on those items from RetailMeNot.com.



"RetailMeNot is focused on helping consumers save money while shopping online or in stores. When users come to our site or open our app, they have confidence knowing they're going to get the best deal on the brands they love. The partnership with *Good Housekeeping* is the perfect match as the brand also offers readers confidence in knowing that everything featured is tried, true and thoroughly tested," says Marissa Tarleton, Chief Marketing Officer at RetailMeNot.

The kickoff will begin in the July "Steals & Deals" issue of *Good Housekeeping*, on newsstands today, where readers will find the best quality, highest performance and hottest trends in fashion, beauty and lifestyle on the pages alongside an exclusive deal sourced by the dependable experts at RetailMeNot.

"*Good Housekeeping* is always on the lookout for companies that deliver best-in-class innovations and top-performing products for our audience," says Jane Francisco, Editor-in-Chief of *Good Housekeeping*. "After our editors' curate the hottest trends on the market, RetailMeNot is the perfect partner to help readers get the best deals on those expert recommendations."

Throughout the issue, readers will see a dedicated "R" symbol, which will alert them to the deals they can then access at RetailMeNot.com/gh. Shoppers will also find a Q&A which highlights the RetailMeNot Shopping and Trend Expert, Sara Skirboll's tips on saving while shopping.

The joint partnership will continue throughout the year offering readers even more deals and discounts.

About RetailMeNot

RetailMeNot (<http://www.retailmenot.com/corp/>) is a leading digital savings destination connecting consumers with retailers, restaurants and brands, both online and in-store. The company enables consumers across the globe to find hundreds of thousands of digital offers to save money while they shop or dine out. During the 12 months ended March 31, 2016, RetailMeNot, Inc. experienced over 700 million visits to its websites. It also averaged 19.2 million mobile unique visitors per month during the three months ended March 31, 2016. RetailMeNot, Inc. estimates that approximately \$4.8 billion in retailer sales were attributable to consumer transactions from paid digital offers in its marketplace in 2015, more than \$600 million of which were attributable to its in-store solution. The RetailMeNot, Inc. portfolio of websites and mobile applications includes RetailMeNot.com in the United States; RetailMeNot.ca in Canada; VoucherCodes.co.uk in the United Kingdom; retailmenot.de in Germany; Actiepagina.nl in the Netherlands; ma-reduc.com and Poulpeo.com in France; RetailMeNot.es in Spain, RetailMeNot.it in Italy, RetailMeNot.pl in Poland and GiftCardZen.com and Deals2Buy.com 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 Good Housekeeping:

Celebrating 130 years, *Good Housekeeping* (goodhousekeeping.com) is a leading lifestyle media brand inspiring a monthly audience of 30+ million readers to discover genius innovations, delicious ideas, style-savvy trends, compelling news and best-in-class products for their homes, families and themselves. The *Good Housekeeping* Institute's state-of-the-art labs combined with *Good Housekeeping's* seasoned editorial talent is unparalleled. Staffed by top engineers, scientists and technology experts, the GH Institute tests and evaluates thousands of products each year for the magazine, website and for the Good Housekeeping Seal and the Green Good Housekeeping Seal, which are among the most recognized and trusted consumer icons in the world today. *Good Housekeeping*, which also has five international editions, is published by Hearst Magazines, a unit of Hearst, one of the nation's largest diversified media, information and services companies. With 21 titles in the

U.S., Hearst is the leading publisher of monthly magazines in terms of total paid circulation, and reaches 79.5 million readers and 68 million unique site visitors each month (comScore). Follow *Good Housekeeping* on [Facebook](#), [Instagram](#), [Twitter](#), [Pinterest](#) and on the [Inside the Institute](#) blog. Follow Jane Francisco on [Twitter](#) and [Instagram](#).

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