

RetailMeNot, Inc. Appoints Mausam Bhatt as Senior Vice President of Product

AUSTIN, Texas, Dec. 8, 2016 /PRNewswire/ -- RetailMeNot, Inc. (NASDAQ:SALE), a leading digital savings destination connecting consumers with retailers, restaurants and brands, both online and in-store, today announced the appointment of Mausam Bhatt as senior vice president of product, effective January 9, 2017.



In this role, Mausam will set product vision and strategy for the U.S. and oversee the company's product road map and execution.

"I am thrilled to add an accomplished product leader to the team to take us into the next chapter of our business," said Cotter Cunningham, CEO and founder, RetailMeNot, Inc. "Mausam's deep experience as an executive spanning mobile, e-commerce, tech, and consumer packaged goods makes him a great fit to round out RetailMeNot's executive team. With our investments in 2016 to become a top savings destination, Mausam will build upon RetailMeNot's website and mobile app to the benefit of both the millions of consumers who rely on them, and the marketers who want to reach those shoppers."

Prior to RetailMeNot, Mausam served as vice president, product and business at Flipkart, a leading e-commerce and m-commerce marketplace in India. He held several positions through out his tenure at Flipkart, where he was responsible for developing and driving growth for the company's mobile initiatives. Before Flipkart, Mausam held a variety of positions at industry-leading companies including Epocrates (mobile health software applications), Johnson & Johnson, and Hewlett Packard in a variety of product and engineering leadership roles.

Mausam holds an MBA from the Fuqua School of Business, Duke University, a master of computer science from University of Arizona and a bachelor of computer engineering from Gujarat University in India.

"I look forward to the opportunity at RetailMeNot to continue its trajectory as a top savings destination," said Mausam Bhatt, senior vice president, product, RetailMeNot, Inc. "The existing team has laid a great foundation that has positioned RetailMeNot as an integral part of the

consumer shopping journey. My goal will be to ensure that RetailMeNot shoppers have the best experience possible to get what they need whether shopping online or in-store. I am excited to get started!"

About RetailMeNot, Inc.

RetailMeNot, Inc. (<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 September 30, 2016, RetailMeNot, Inc. experienced over 675 million visits to its websites. It also averaged 19.2 million mobile unique visitors per month during the three months ended September 30, 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."

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