

RetailMeNot Brings Consumers and Retailers a New Type of Promotion for the Holidays!

There is now another way to save: Get up to 20% off at your favorite retailers, restaurants and travel sites using discounted eGift cards

AUSTIN, Texas, Dec. 12, 2016 /PRNewswire/ -- RetailMeNot (<http://www.retailmenot.com>), a leading digital savings destination connecting consumers with retailers, restaurants and brands, both online and in-store, **now offers discount eGift cards for top retailers and restaurants**. This is just one more way to save on everything from travel, fashion and beauty to electronics, home décor, food and more.



"The addition of discount eGift cards enables RetailMeNot to be the ultimate savings destination this holiday season," says Marissa Tarleton, CMO North America. "They give shoppers an additional opportunity to save money on gifts or items for themselves. This reinvention of the way consumers can use gift cards allows them to maximize savings by combining them with other offers like promo codes, cash back offers and sales they find on RetailMeNot."

RetailMeNot's discount eGift cards are not really meant to be gifts for others, but rather a way for consumers to save on the items purchased with the discount eGift card. They are like cash, but cheaper!

- Discount eGift cards can be purchased on RetailMeNot.com or the free app, and they're delivered almost immediately.
- They go where you go: When you purchase discount eGift cards on the **mobile app**, you can save them to your wallet to redeem anytime, in-store and online.
- Consumers can feel confident in their purchase because the eGift cards are backed by a 100-day guarantee.

This new content on RetailMeNot is an opportunity for retailers, brands and restaurants to reach millions of consumers and drive sales in a new and meaningful way. eGift card promotions have proved to drive loyalty and new customer growth for many retailers. Interested partners can contact their RetailMeNot sales representatives or email the gift card team at egiftcards@rmn.com for more information.

To learn more, visit retailmenot.com/giftcards or download our free app to save up to 20% off at your favorite retailers, restaurants and travel sites, including **Williams-Sonoma**, **Sears**, **Cabela's** and many, many more.

About RetailMeNot

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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