

# RetailMeNot Launches #DealBrag, Celebrating the Thrill of the Deal

*Campaign Kicks Off With Release of New Video Featuring Brooklyn Decker and Her Brag-Worthy Deals*

AUSTIN, Texas, Aug. 21, 2017 /PRNewswire/ -- RetailMeNot, the digital savings destination that saves you \$20 in 20 seconds, is celebrating the right to brag about a great deal with the launch of its new #DealBrag campaign. RetailMeNot is encouraging people to brag about saving because, let's be honest, who doesn't love sharing a great deal? As part of the campaign, RetailMeNot partnered with actress and tech entrepreneur Brooklyn Decker to create a **short video** bringing humor to the conversation around spending money, shopping and saving.



For the second year in a row, RetailMeNot is unveiling a new digital campaign that taps a celebrity to create a comedic short film that will live on social media. The first video will launch during the back-to-school season, when deal hunting is top of mind for many parents. A second video will be released at the start of the holidays, the biggest shopping season of the year. The campaign calls on shoppers to share their own #DealBrag stories, complete with hashtag, across their social platforms.

"We have found that when consumers share the news about a great deal they find, it encourages their family and friends to get out there and deal hunt themselves," said Marissa Tarleton, chief marketing officer, RetailMeNot. "We are proud to launch our #DealBrag campaign with Brooklyn Decker, a mom and longtime friend of the brand who shares our passion for saving."

Saving is made easy with the free RetailMeNot app or website where users report an average savings of \$20 in 20 seconds. Whether it's a coupon, discount gift card, promo code or cash back offer, RetailMeNot offers over 500,000 deals for more than 50,000 retailers and restaurants allowing shoppers to save money, time, hassle and more on every purchase.

## **About RetailMeNot, Inc.**

RetailMeNot, Inc. (<https://www.retailmenot.com/corp/>) is a leading 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. RetailMeNot, Inc. estimates that approximately \$4.4 billion in retailer sales were attributable to consumer transactions from paid digital offers in its marketplace in 2016, 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; ma-reduc.com and Poulpeo.com in France; and GiftCardZen.com and Deals2Buy.com in North America. As wholly

owned subsidiaries of Harland Clarke Holdings, RetailMeNot and Valassis, a leader in intelligent media delivery, are partnering to connect retailers and consumers through meaningful digital, mobile and print promotions both online and in store.

### **About Valassis**

Valassis is a leader in intelligent media delivery, providing over 58,000 clients with innovative media solutions to influence consumers wherever they plan, shop, buy and share. By integrating online and offline data combined with powerful insights, Valassis precisely targets its clients' most valuable shoppers, offering unparalleled reach and scale. NCH Marketing Services, Inc. and Clipper Magazine are Valassis subsidiaries, and RedPlum® is its consumer brand. Its signature Have You Seen Me?® program delivers hope to missing children and their families. As wholly owned subsidiaries of Harland Clarke Holdings, Valassis and RetailMeNot, a leading destination for digital savings, are partnering to connect retailers and consumers through meaningful digital, mobile and print promotions both online and in store.

For more information, please contact:

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