RetailMeNot Upgrades New Version of Its iPhone Coupons App With "Nearby Malls" Feature

-- Consumers can find RetailMeNot's best coupons and discounts for nearby retailers to help plan their mall shopping trips

-- New crowd-sourcing features make it easier for consumers to request the addition of local shopping areas to the RetailMeNot Coupons app

-- Consumers can also easily print in-store coupons from the RetailMeNot Coupons app by using iOS AirPrint and supported printers

- Consumers can find RetailMeNot's best coupons and discounts for nearby retailers to help plan their mall shopping trips
- New crowd-sourcing features make it easier for consumers to request the addition of local shopping areas to the RetailMeNot Coupons app
- Consumers can also easily print in-store coupons from the RetailMeNot Coupons app by using iOS AirPrint and supported printers

AUSTIN, Texas, April 11, 2013 /PRNewswire/ -- RetailMeNot.com (www.retailmenot.com), the most widely used digital coupon site in the United States, announced today it is launching an updated version of its free RetailMeNot Coupons app for iPhone that includes the ability for consumers to search for and find digital coupons for nearby retailers located in 500 shopping malls. The app also enables users to request that additional shopping areas be geo-fenced by RetailMeNot.

(Logo: http://photos.prnewswire.com/prnh/20130312/DA74245LOGO)

Other new features of the upgrade include providing consumers with a list of other recommended retailers similar to a store they have searched on the app. This feature piggybacks on the popular "I want in-store coupons!" button that gives consumers the ability to show retailers that there is demand for in-store coupons via the RetailMeNot Coupons app for iPhone.

RetailMeNot mobile app users will also be able to print in-store coupons for later use via iOS AirPrint and other supported printers.

"We will never forget that the consumer is king. We listened to their feedback about how we can make the RetailMeNot Coupons app an even better experience when we released these upgrades," said Cotter Cunningham, the CEO and founder of RetailMeNot, Inc. "The new features to our app make it an even easier for consumers to save money while shopping and to provide us with input as we continue to develop our services to meet their needs."

The launch of the new "Nearby Malls" feature in the iPhone version of the RetailMeNot app follows on the heels of an earlier release that included location-aware coupons at nearly 500 malls in the United States. The technology enables consumers to opt-in to receive notifications about coupons at stores within local malls when they enter a geo-fenced area. All shopping mall geo-fences were tripped the first weekend the app update was launched.

The Android version of the RetailMeNot Coupons app will include location-aware coupons later this year.

"This feedback mechanism also provides our retail partners with insights into where there is demand, and has created new opportunities for retailers to reach highly motivated buyers with compelling coupons to help drive additional sales," added Cunningham.

For more information about RetailMeNot.com's mobile offerings or to download the app, visithttp://www.retailmenot.com/mobile.

About RetailMeNot.com

RetailMeNot.com (www.retailmenot.com) is the most widely used digital coupon site in the United States. Our mission is to help consumers save money and enjoy a hassle-free discount shopping experience. Since November 2006, our users have shared hundreds of thousands of digital coupons from retailers. Online coupons are rated and ranked by users, ensuring that quality deals rise to the top and expired coupons drop down the list. RetailMeNot.com is operated by RetailMeNot, Inc., the world's leading marketplace for digital coupons.

Shopping on the go? Download the RetailMeNot Coupons app for iPhone and Android phones to access Hot Deals, browse top coupons, popular stores and categories and get thousands of online and in-store coupons to shop when you want, where you want. Make sure to "like" RetailMeNot.com and authorize the RetailMeNot app on Facebook, follow the company via Twitter @retailmenot and add us on Google+. Consumers can sign up for RetailMeNot's Online and In-Store Coupons

Newsletter by visiting: http://www.retailmenot.com/signup.

About RetailMeNot, Inc.

RetailMeNot, Inc. (www.retailmenot.com/corp/) is the world's leading digital coupon marketplace. The company's websites enable consumers across the globe seeking to save money to find hundreds of thousands of digital coupons from retailers. RetailMeNot, Inc. experienced more than 450 million consumer visits to its sites in 2012. The RetailMeNot, Inc. portfolio of coupon and deal websites includes www.RetailMeNot.com, the leading digital coupon site in the United States; www.VoucherCodes.co.uk, the leading digital coupon site in the United Kingdom;www.Deals.com in Germany; www.ActiePagina.nl, a leading digital coupon site in the Netherlands; Bons-de-Reduction.com and www.Poulpeo.com, leading digital coupon and cash back sites in France; andwww.Deals2Buy.com, a leading discount offer site in North America.

Be sure to "like" RetailMeNot, Inc. onFacebook and follow the company via Twitter@retailmenotinc.

Media contacts:

RetailMeNot PR Department
+1 512 777 2957
media@rmn.com

SOURCE RetailMeNot, Inc.

---

https://retailmenot.mediaroom.com/2013-04-11-RetailMeNot-Upgrades-New-Version-of-Its-iPhone-Coupons-App-With-Nearby-Malls-Feature