RetailMeNot.com Encourages Consumers to "Spend Less. Shop More" With New Television Commercial

Hires Quigley-Simpson for Creative, Media Duties

AUSTIN, Texas, July 23, 2013 /PRNewswire/ -- RetailMeNot.com (NASDAQ:SALE), the largest digital coupon website in the United States, today announced the launch of its new brand campaign that will help consumers learn to spend less while they shop for more of the things they need and want at their favorite stores.

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

The new campaign includes the roll out of multiple advertising initiatives, including a testimonial-style television ad encouraging consumers to "Spend Less. Shop More" by using RetailMeNot via their desktop, tablet or mobile device.

Additionally, last month RetailMeNot launched a new nationwide in-mall advertising initiative aimed at getting consumers to download the free RetailMeNot Coupons App on their iPhone or Android phones (available at www.retailmenot.com/mobile/) in order to save in-store while shopping at their favorite mall.

"The millions of consumers who use RetailMeNot.com and our mobile app are savvy shoppers who are able to buy more of the things they want for a lot less money than other shoppers," said Jill Balis, the senior vice president of marketing, RetailMeNot, Inc. "The goal of our new campaign is to highlight how fast and easy RetailMeNot makes it for consumers to get more for their money while shopping at their favorite stores."

The new television ad will appear on numerous cable networks, including E!, Bravo, HGTV, Lifetime, VH1, among others.

The television ad is available on YouTube by clicking here: http://www.youtube.com/watch?v=bmOjGOd0DE0.

RetailMeNot hired Quigley-Simpson Advertising (www.quigleysimpson.com) in Los Angeles to manage the creative and media duties for the campaign.

Quigley-Simpson, founded in 2002, is a full-service, response-driven advertising agency dedicated to active engagement through powerful creative executions, precision media planning and buying, and effective and accountable advertising for what they term as Brand Response.

The RetailMeNot television ad was created under the supervision of Quigley-Simpson's Executive Creative Director Desmond Burrows and directed by Ed Nammour.

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. Digital 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 largest 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/) operates the world's largest digital coupon marketplace. The company's websites and mobile apps 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 visits to its sites in 2012. The RetailMeNot, Inc. portfolio of coupon and deal websites includes www.RetailMeNot.com, the largest digital coupon site in the United States; www.RetailMeNot.ca in Canada; www.VoucherCodes.co.uk, the largest 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.ma-Reduc.com, leading digital coupon sites in France; www.Poulpeo.com, a leading cash back site in France; and www.Deals2Buy.com, a leading discount offer site in North America.

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

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