RetailMeNot Tells Members: Your Next Purchase Is On Us!

All RetailMeNot members have a 1 in 10 shot to get their online shopping cart paid for -- now through August 31!

AUSTIN, Texas, Aug. 14, 2013 /PRNewswire/ -- RetailMeNot.com, the most widely used digital coupon site in the United States, announced today that they would pay for the online shopping carts of some of its lucky members! Under the rules, 1 in 10 RetailMeNot members will have an opportunity to have their next shopping purchase paid for during a promotion that runs now through August 31.

(Logo: http://photos.prnewswire.com/prnh/20120308/DA66724LOGO-b)

"Anyone can save money when using our hundreds of thousands of coupons online or via our mobile app. This promotion is about giving RetailMeNot members extra benefits to thank them for using our website," said Jill Balis, SVP, Marketing, RetailMeNot, Inc. (NASDAQ: SALE). "We're excited to provide RetailMeNot's community with the chance to have their next online purchase paid for on us! This is one of many benefits we will be rolling out for our community of members."

Terms and conditions at www.retailmenot.com/community/rewards.

Anyone can become a RetailMeNot member for free. Participating in this promotion is a simple 3-step process:

1. Become a RetailMeNot member for free by clicking the "Join for Free!" button atwww.retailmenot.com/community/rewards or login to your existing RetailMeNot account while looking for coupons or store sales to click on when shopping online.
2. Use a coupon or find a store sale from RetailMeNot to make an online purchase* and save some cash! 1 in 10 purchases by RetailMeNot members can win.
3. Winners will receive a VISA virtual reward card for the amount of their online purchase, up to $150. It's that easy!

Consumers can become a RetailMeNot member for free by signing up at: http://www.retailmenot.com/community/signup.

Other benefits of membership include:

- Receive first-look alerts for "super coupons," limited quantity, deeply discounted special offers from top retailers, including restaurants
- Access to weekly newsletters that promote our top online and in-store digital coupons available at http://www.retailmenot.com/signup
- Ability to receive recognition for helping other users of RetailMeNot save by submitting digital coupons
- Ability to track your savings when using RetailMeNot digital coupons

About RetailMeNot.com
RetailMeNot.com (www.retailmenot.com) is the largest 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 digital coupon site with cash back 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.

* Promotion applicable to purchases made with qualified merchants. See terms and conditions for more information.

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