

Updated, Free RetailMeNot Coupons App for iOS and Android Connects Consumer's Mobile Device and RetailMeNot.com Desktop Account

Version 3.0 of the app debuts new sleek design and also makes it easy to "bookmark" favorite stores

AUSTIN, Texas, Sept. 3, 2013 /PRNewswire/ -- RetailMeNot.com (www.retailmenot.com), the largest digital coupon website in the United States, today announced the launch of version 3.0 of its iOS and Android coupons app. The new app is available in the [iTunes](#) and [Google Play](#) stores and via www.retailmenot.com/mobile.

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

Features include:

- Consumer's RetailMeNot.com desktop accounts are now connected with the app making it easier to save and share digital coupons between devices
- Bookmark your favorite stores for quick access to digital coupons from the RetailMeNot Coupon app home screen
- New sleek redesigned app includes improved navigation and updates to the user interface that better highlight retailers, favorite stores and our top digital coupons

In just over a year, the RetailMeNot Coupons app has been downloaded more than 4.5 million times. The app offers location-based digital coupons for thousands of store locations at more than 1,100 geo-fenced general shopping and outlet malls.

"More retailers are turning to RetailMeNot as a source for foot traffic into their brick and mortar stores, and our updated app will help them turn mobile offers into in-store sales," said Cotter Cunningham, CEO & Founder, RetailMeNot, Inc. (NASDAQ: SALE). "Consumers know that using the RetailMeNot Coupons app helps them save money when they are out in the real world hunting for savings so they can buy more of the things they need. These improvements to the app will continue as we provide more relevant deals to consumers in the coming months and years."

Sharing digital coupons between devices is easy to do. For example, consumers can:

1. Log into RetailMeNot.com on their desktop at home or at work when hunting for savings online.
2. Save in-store coupons for later use via their desktop while logged in.
3. Later, when shopping at the mall after work or on the weekend, easily retrieve those coupons on the RetailMeNot coupons app for use in-store.

"Our new app makes it even easier for consumers to save by bookmarking favorite stores and sharing information about digital coupons between their desktop and mobile device with ease," said Jag Bath, Senior Vice President, Product, RetailMeNot, Inc. "As we approach the upcoming holiday shopping season, we are focused on continued improvements to the user experience for the RetailMeNot Coupons app that will benefit consumers and retailers alike."

In addition to having a unified account, other benefits of having a membership with RetailMeNot.com include:

- Receive **first-look alerts for "super coupons,"** limited quantity digital coupons for deep discounts from top retailers, including restaurants
- Access to **weekly newsletters and alerts** 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.com save by submitting digital coupons
- Ability to **track your savings** when using RetailMeNot.com digital coupons

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

ARE YOU A RETAILER?

Retailers interested in learning more about how they can offer mobile exclusive digital coupons for online and in-store shopping can contact advertise@rmn.com to learn more!

Let RetailMeNot show you how our mobile app can drive consumers from the phone to your business.

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 enable consumers across the globe seeking to save money to find hundreds of thousands of digital coupons and offers from retailers and brands. RetailMeNot, Inc. experienced more than 450 million consumer visits to its websites in 2012. The RetailMeNot, Inc. portfolio of coupon and deal websites includes <http://www.retailmenot.com/>, the leading digital coupon site in the United States; <http://www.vouchercodes.co.uk/>, the leading digital coupon site in the United Kingdom; <http://www.deals.com/> in Germany; <http://www.actiepagina.nl/>, a leading digital coupon site in the Netherlands; Bons-de-Reduction.com and <http://www.ma-reduc.com/>, leading digital coupon sites in France; <http://www.poulpeo.com/>, a leading digital coupon site with cash back in France; and <http://www.deals2buy.com/>, a leading discount offer site in North America.

RetailMeNot, Inc. went public in July 2013 and is listed on the NASDAQ stock exchange under the ticker symbol, "SALE." Investors interested in learning more about the company can visit: <http://investor.retailmenot.com/>.

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

Media Contacts:

RetailMeNot PR Department
Media Inquiries:
[+1 512 777 2957](tel:+15127772957)
media@rmn.com

Allison+Partners Public Relations
retailmenot@allisonpr.com

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