RetailMeNot Vows to End "Deal Envy" by Offering Consumers a Holiday Savings Toolkit to Ensure Discounts Are Not Missed

- One third (33%) of holiday gift givers are not sure they know where to find the best deals on the gifts they're looking for

- Nearly 9 in 10 (89%) holiday gift givers plan to use some kind of tool to research gifts this year

- 8 in 10 (79%) consumers think it would be helpful to be alerted to deals, sales and coupons on a mobile device while shopping in a specific mall or store

AUSTIN, Texas, Nov. 21, 2013 /PRNewswire/ -- RetailMeNot (www.retailmenot.com), the largest digital coupon destination in the United States, today released results from a survey conducted with The Omnibus Company (www.omnibus.com), finding one third (33%) of holiday gift givers are not sure they know where to find the best deals for the gifts they're looking for. In response, RetailMeNot has designed a shopping toolkit to simplify the deal-seeking process and help consumers save money and feel confident with their purchases this holiday season.

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

"According to a survey RetailMeNot released in October, nearly 9 in 10 (87%) holiday gift givers have learned *after* making a purchase that they could have paid less—a common trigger of Deal Envy," says Trae Bodge, senior editor of The Real Deal by RetailMeNot. "No matter your financial situation, few of us are happy knowing we spent more than was necessary. This phenomenon we've termed 'Deal Envy' can be easily avoided if shoppers just take a few moments to search for a discount prior to purchase."

Fortunately, almost 9 in 10 (89%) winter holiday gift givers surveyed plan to use some kind of tool to research gifts this year. Some of the most popular research tools shoppers plan to use include store deal alerts (43%) and email newsletters (33%), gift guides (28%), social media (28%), mobile apps (21%) and blogs (13%).

To avoid overspending or being overwhelmed this holiday shopping season, RetailMeNot encourages consumers to utilize the following tools to spend less and shop more.

Tool #1: Store Alerts
Get alerted to offers only for the stores you choose

Oftentimes, consumers experience information overload after signing up for multiple newsletters, apps and social postings from different retailers. According to the survey, more than half (53%) of consumers would prefer to be alerted to deals only at stores where they regularly shop.

RetailMeNot wants to streamline the deal-seeking process by giving shoppers full control over which stores they receive offers from. To never miss a relevant discount, consumers can visit www.retailmenot.com/alerts to receive notifications via email about deals, coupons and sales *only* for the stores they select.

Tool #2: RetailMeNot Hot Coupons Newsletter
Discover deals you didn't know existed

The survey indicated more than 1 in 5 (22%) holiday gift givers are overwhelmed by the number of deal websites out there, and nearly as many (20%) are overwhelmed by the number of retailers to choose from when purchasing a gift.

Let RetailMeNot do the work of searching for and curating the best offers available. Published several times a week, the RetailMeNot newsletter provides millions of subscribers with its top online, in-store and exclusive offers available for popular stores and restaurants across the U.S. As an added bonus, the newsletter also features contests and giveaways from RetailMeNot and its retail partners.

Consumers can sign up by visiting http://www.retailmenot.com/signup.

Tool #3: RetailMeNot Coupons App
Access digital coupons for in-store use directly from your smartphone

The survey found nearly 8 in 10 (79%) consumers think it would be helpful to be alerted to deals, sales and coupons on a mobile device while shopping in a specific mall or store.

The RetailMeNot Coupons app (http://bit.ly/OLGXDB) gives shoppers instant access to thousands of coupons via their smartphone. There's no need to print coupons; consumers simply show the clerk the coupon on their phone to save at checkout. The app also uses location-based technology to alert consumers to available in-store coupons the moment they step foot near their favorite shopping spot, so they don't need to worry about missing out on a deal.

Consumers can visit iTunes (http://bit.ly/PtVWWM) or Google Play (http://bit.ly/UdRHgi) to download the RetailMeNot Coupons app for free to save money while shopping at their favorite stores.

Tool #4: The Real Deal by RetailMeNot
Receive expert advice on savings, deals and gifts

Although holiday gift givers are looking to save money, they do not always know where to turn for ideas or savings. Almost 2 in 5 (37%) surveyed are not confident that they know where to learn about the best gifts, and nearly as many (33%) don't know where to find the best deals for the gifts they're looking for.

One of the essential tools to combat Deal Envy is getting the right information. RetailMeNot's online magazine,The Real Deal by RetailMeNot, (retailmenot.com/blog) features articles about coupons and deals, affordable products, gift ideas and shopping tips, all compiled into one easy-to-access place. Our team of writers includes financial expert Jean Chatzky, lifestyle and gifts expert Trae Bodge, tech expert Katie Linendoll and family money expert Emma Johnson.

Key features of *The Real Deal*:

- Savvy tips on shopping, beauty, fashion, home decor, parenting and finance from our writers and celebrity bloggers
- Editorial picks of hot products for yourself or for gifts, coupled with great deals that make them affordable
- The week's hottest coupons and sales in ourCan't-Miss Deals articles
- Q&As with merchants like Lands' End, Orbitz and Blue Nile to get the inside scoop

Tool #5: Gift Guides

Stumped on what presents to buy this holiday season? RetailMeNot'sGift Ideas (retailmenot.com/ideas) section is intended to spark ideas *and* save consumers money. Hand curated by our merchandisers, these pages feature hot gifts across a variety of categories and personalities.

What you'll find:
Gifts for Her (The Diva, The Health Nut, The Wonder Woman, etc.)
Gifts for Him (The Adventurer, The Gadget Guy, The Dapper Dan, etc.)
Hot Toys (Birth to 15 years old)
Tech Gifts (Under $50, $50–$99, $500 and Up, etc.)
Gifts Under $20 (Home & Garden, White Elephant Gifts, Health & Beauty, etc.)

For more tips on saving this holiday season, visit theRetailMeNot Coupon Resource Center (http://bit.ly/I1XTHe) on The Real Deal by RetailMeNot.

Survey Methodology
This report was conducted between October 30 and November 4, 2013, among 1,021 U.S. residents ages 18 and over, using an email invitation and an online report. Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. In this particular study, the chances are 95 in 100 that a report result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample. The margin of error for any subgroups will be slightly higher.

About RetailMeNot.com
RetailMeNot.com (www.retailmenot.com) is the largest digital coupon destination inthe 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 500 million visits to its websites in the last 12 months. The RetailMeNot, Inc. portfolio of coupon and deal websites includes www.RetailMeNot.com, the largest digital coupon marketplace in the United States; www.RetailMeNot.ca in Canada; www.VoucherCodes.co.uk, the largest digital coupon marketplace 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. 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.

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