RetailMeNot Woos Users With "Loves Me, Loves Me Not" Sweepstakes

RetailMeNot to give away $120,000 in prizes via the RetailMeNot Coupons app

AUSTIN, Texas, Feb. 10, 2014 /PRNewswire/ -- Do you love saving money? How about winning money? RetailMeNot (www.retailmenot.com), the largest digital coupon destination in the United States, today announced it is spreading the love by giving consumers the chance to win prizes when they download the RetailMeNot Coupons app and play the "Loves Me, Loves Me Not" sweepstakes.

(Logo: http://photos.prnewswire.com/prnh/20130704/DA42607LOGO)

Now through March 8, 2014, consumers can launch the RetailMeNot Coupons app daily to pluck petals from a digital flower for the chance to win one of 5,000 $20 Amazon.com Gift Cards.* Additionally, everyone who signs up will be entered into a grand prize sweepstakes for a chance to win one of four prizes worth up to $5,000!

"People love finding a good deal, and we want to help them save every time they shop – whether online or in-store," says Jill Balis, senior vice president of marketing. "In honor of Valentine's Day, we are launching the Loves Me, Loves Me Not Sweepstakes as a fun way to introduce more shoppers to the free RetailMeNot Coupons app and help them become smarter shoppers."

Users can "pluck" petals from a flower every day now through March 8 for a chance to win. And, if they don't win the first time, they can get additional chances to play and win each day by sharing the sweepstakes with their friends.

Follow these three simple steps for a chance to win:

1. Download the free RetailMeNot Coupons (http://bit.ly/OAQNK1) app for iPhone or Android devices.
2. Click on the homepage tile to register and play daily.
3. "Pluck" the petals from a flower to win – it's that easy!

For official rules, visit http://bit.ly/1g3QW4X

Are you struggling with what to give someone special in your life? RetailMeNot senior editor Trae Bodge recommends the following last-minute Valentine's Day gifts to show you care.

FOR HIM

Whether he needs a little nudge in the grooming department or he's just in need of some great travel essentials, I'd recommend the Anthony Logistics Essential Traveler Kit ($48) from Sephora. Containing five products, this kit is totally TSA-approved, down to the clear quart-sized bag! (Save on your gift with Sephora coupons.)

If he loves to man the bar, the Brookstone Bar10Der ($39) is a must-have! This 10-in-1 bartending tool muddles, slices, zests, reams, uncorks and more – all in one handy cool-looking device that brings to mind a giant Swiss army knife. Perfect for entertaining indoors but so portable that he could whip up perfect cocktails just about anywhere. (Make Valentine's Day less expensive with Brookstone coupons.)

FOR HER

Say "I love you" with flowers! One of my favorite options is the Lasting Love Valentine's Day Mini Roses ($28) from FTD.com, which, because it's a plant, will live longer than cut flowers. (Save 20% sitewide at FTD.)

Show her your sentimental side with the Personalized Summer Love Tree Print ($39). This framed 14" x 18" photograph, from ProFlowers, lets you "carve" your initials, her initials and any date you choose into a tree. (Cut the price with ProFlowers coupons.)

For health enthusiasts, I suggest the SpaFinder Wellness 365 Gift Card, which can be used at more than 20,000 spas, fitness centers, salons and even personal trainers nationwide. You can print, email or mail the gift cards, and they never expire. (Save 10% with this SpaFinder coupon.)

UNDER $25

Indulge bath lovers with the Philosophy My Heart to Yours Shower Gel ($17) from Macy's. This all-in-one gel smells of soft vanilla and fresh citrus and just *screams* Valentine's Day. (Get even more savings with Macy's coupons.)

For more gift ideas, check out Trae's Valentine's Day Gifts Under $50. To save, visit the RetailMeNot Valentine's Day page or

download the RetailMeNot Coupons app to access discounts that can be redeemed while shopping in-store.

**Amazon.com is not a sponsor of this promotion. Except as required by law, Amazon.com Gift Cards ("GCs") cannot be transferred for value or redeemed for cash. GCs may be used only for purchases of eligible goods at Amazon.com or certain of its affiliated websites. For complete terms and conditions, see www.amazon.com/gc-legal. GCs are issued by ACI Gift Cards, Inc., a Washington corporation. All Amazon ®, ™ & © are IP of Amazon.com, Inc. or its affiliates. No expiration date or service fees.*

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 enables consumers across the globe seeking to save money to find hundreds of thousands of digital coupons from retailers and brands. RetailMeNot, Inc. experienced more than 500 million visits to its websites in the last 12 months. The RetailMeNot, Inc. portfolio 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.comin Germany; www.Actiepagina.nl, a leading digital coupon site inthe 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 inFrance; and www.Deals2Buy.com, a leading discount offer site in North America. RetailMeNot, Inc. went public inJuly 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. onFacebook and follow the company via Twitter@retailmenotinc.

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