

Enhanced Version of the RetailMeNot Coupons App Includes Personalized Alerts for Deal-Seeking iPhone and Android Users

Personalized "mall experiences" and "favorite store" alerts deliver users offers from their favorite retailers within geo-fenced shopping destinations

- New features include "smarter" geo-fence notifications for consumers with strong intentions to shop at one of 6,000+ locations across the United States

AUSTIN, Texas, March 13, 2014 /PRNewswire/ -- RetailMeNot (NASDAQ: SALE), the world's largest digital coupon destination, announced today an update of its free RetailMeNot Coupons app for iPhone and Android users (www.retailmenot.com/mobile).



Existing users will be prompted to update their RetailMeNot Coupons app to access the new features. New users can download the free RetailMeNot Coupons app by visiting the [iTunes App Store](#) or [Google Play](#).

The updated version includes significant consumer-facing enhancements to the experience, including:

- Personalized mobile alerts that will notify users of offers from their favorite stores, within geo-fenced shopping destinations
- Smarter geo-fence notifications that will only be sent to consumers while they are in the vicinity of one of 6,000 shopping locations (malls, shopping centers) for an extended period of time
- Mall-specific pages will first list coupons from users' favorite stores

"Simply put, we made the app better. Our users told us that they wanted our app's popular geo-fence notifications to evolve and show deals that reflected their store preferences, and we listened," said Jag Bath, senior vice president of product, RetailMeNot, Inc.. "Our goal with this release was to make the app an enhanced utility for consumers who are actually in shopping mode and to provide them a more personalized experience when they sorted through offers in RetailMeNot's database."

The RetailMeNot Coupons App continues to be a powerful tool for consumers to save money while shopping online and in-store.

By the end of 2013, RetailMeNot, Inc. reported that its apps for RetailMeNot.com and its other digital coupon brands were downloaded 14 million times globally.

A recent study, commissioned by RetailMeNot and conducted by Forrester Consulting, also showed that retailers who used RetailMeNot's in-store offer platform, powered by its app, saw a significant return on their promotional investment.

Retailers interested in learning more about RetailMeNot's omnichannel promotional strategies can visit www.rmn.com/instore or email us at advertise@rmn.com.

For a complete copy of the Forrester study, visit: http://retailmenot.com/corp/gui/pdf/forresters_online.pdf.

About RetailMeNot.com

RetailMeNot.com (www.retailmenot.com) is the largest digital coupon destination 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 enables consumers across the globe seeking to save money to find hundreds of thousands of digital coupons from retailers. RetailMeNot, Inc. experienced more than 560 million visits to its websites in 2013. 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.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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Contact information:

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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