RetailMeNot Inks Strategic Partnership with Austin-based Circuit of The Americas™

Advertising and marketing agreement enables RetailMeNot to promote its smart shopping services to more than a million fans attending events at the new motorsport and entertainment venue

- Free RetailMeNot Coupons app will push location-based, event-relevant offers to sports fans and concertgoers

- RetailMeNot to offer its users limited quantity discounts and deals to events at COTA throughout the year

AUSTIN, Texas, March 31, 2014 /PRNewswire/ -- RetailMeNot, Inc. (www.retailmenot.com/corp), the world's largest digital coupon marketplace, today announced that it has reached a multi-faceted partnership agreement with Circuit of The Americas (www.circuitoftheamericas.com), the new award-winning sports and entertainment venue in Austin, Texas.

As part of the agreement, RetailMeNot and Circuit of The Americas (COTA) will partner to offer fans special offers for numerous events held at COTA's venue. Additionally, RetailMeNot will receive significant advertising exposure at more than 20 COTA events, reaching more than a million attendees throughout the year. RetailMeNot's brand will be highly visible within the venue's numerous advertising displays at upcoming events such as X Games Austin, concerts, festivals and motorsport races like the upcoming MotoGP™ race held from April 11-13, 2014.

To kick off the partnership, RetailMeNot will offer its users the following special deal for families interested in attending the MotoGP race in Austin:

- COTA's MotoGP Family Four Pack: 2 adults, 2 kids tickets, 4 sodas, and 4 pizza vouchers for $149 (a 20% discount to face value). Get the deal at RetailMeNot: http://www.retailmenot.com/view/circuitoftheamericas.com.

"We value partnerships with burgeoning Austin institutions like the Circuit of The Americas who – like RetailMeNot – are helping to change the landscape of our hometown. Beyond a simple advertising agreement, providing offers to events like the MotoGP race is another opportunity for RetailMeNot's international footprint of users to save," said Jill Balis, SVP, Marketing, RetailMeNot, Inc. "In addition to the incredible exposure RetailMeNot will receive in our hometown of Austin, we believe COTA is an opportunity to grow awareness of our services with an international audience of consumers and potential brand partners who value the power of our marketing platform and mobile capabilities that help drive sales."

"Circuit of The Americas is fortunate that one of the fastest-growing digital marketing companies in the world is located in our backyard," said Geoff Moore, COTA Chief Marketing and Revenue Officer. "Our partnership creates a program that will deliver unique, value-laden offers to sports and entertainment enthusiasts throughout the year. Our state-of-the-art facility hosts the world's most popular motorsports, including Formula 1™, MotoGP™ and the Endurance Championships™, plus the pinnacle of action sports in X Games Austin, and more than 20 live performances at our award-winning Austin360 Amphitheater. RetailMeNot will allow us to put attractive opportunities before our international fans."

As part of RetailMeNot's new partnership with COTA:

- RetailMeNot will receive significant brand exposure across all COTA channels, including: digital and static venue signage; social and website channels; and through mobile and email promotions.
- The RetailMeNot Coupons app, through the use of its geo-fence and near-field beacon technology, will send sports fans and concertgoers location-based deals that are relevant to specific events at COTA.
- RetailMeNot users will get access to exclusive offers to attend numerous COTA events like MotoGP and others.

About RetailMeNot, Inc.
RetailMeNot, Inc. (www.retailmenot.com/corp/) operates the world's largest digital coupon marketplace. The company enables consumers across the globe to find hundreds of thousands of digital coupons from retailers and brands. In 2013, RetailMeNot, Inc. experienced more than 560 million visits to its websites and estimates that $3.5 billion in paid retailer sales were attributable to consumer traffic from digital coupons in its marketplace. Its mobile apps have been downloaded nearly 14 million times. 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. 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.

About Circuit of The Americas
Circuit of The Americas (COTA) in Austin, Texas, is the home of world championships and a world-class destination for premium sports and entertainment. COTA has been nominated as the 2014**"Sports Facility of the Year"** by *SportsBusiness Journal/Daily*. The same publication named COTA's annual marquee event, the**FORMULA 1 UNITED STATES GRAND PRIX, "Sports Event of the Year"** for 2013. Additionally, COTA is the new North American home for the summer edition of **ESPN's X Games**. More than one million visitors come to COTA each year for events such as MotoGP™, United Sportscar Racing, the FIA World Endurance Championships, business and social functions, and more than 20 performances at the venue's acclaimed **Austin360 Amphitheater,** winner of Pollstar's **"Best New Major Concert Venue"** award for 2013**.** COTA's 1,500-acre campus includes a variety of permanent structures, including a 44,000-square foot Event Center, an impressive Main Grandstand with hospitality suites and the Velocity Lounge, a 270,000-square foot Paddock Building with 34 garages, and an iconic 25-story Observation Tower at the heart of the facility.

For more information and downloadable video and photos, visit: www.CircuitofTheAmericas.com,www.Austin360Amphitheater.com or COTA's dedicated FTP site, media.circuitoftheamericas.com. Follow COTA on Facebook atwww.facebook.com/CircuitofTheAmericas and Twitter @circuitamericas and @COTAmedia.

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