RetailMeNot to Test Events-Based Offers During Head Coach Charlie Strong's First University of Texas Spring Football Game

Those fans with the RetailMeNot Coupons app will be pushed an exclusive Pizza Hut deal at the stadium and a chance to win tickets to Texas' home opener football game

AUSTIN, Texas, April 14, 2014 /PRNewswire/ -- Hook 'em, Horns! The familiar slogan undoubtedly will be heard around Darrell K Royal-Texas Memorial Stadium on Saturday, April 19, at the annual University of Texas spring football game. In honor of new head coach Charlie Strong's debut on the sidelines, RetailMeNot (www.retailmenot.com), the largest digital coupon destination in the United States, will test an events-based offer by providing attending fans with a buy one, get one free Pizza Hut deal—plus a chance to win four free tickets to the Longhorns' 2014 season opener.

How do hungry fans get a free pizza and a chance to win free tickets to the first home game? It's easy!

1. Attend the Texas spring game at Darrell K Royal-Texas Memorial Stadium on Saturday, April 19, 2014
2. Download the free RetailMeNot Coupons app (iPhone or Android)
3. Enable location to receive location-based offers
4. The RetailMeNot Coupons app will display a chance to win free tickets and a Pizza Hut deal (to be redeemed at participating restaurant locations outside of the stadium or online) during the game while the supply of discount codes last

"As the geofencing capabilities of the RetailMeNot Coupons app evolve, we will continue to test new ways to help our users save money with relevant offers," said Jill Balis, senior vice president of marketing for RetailMeNot, Inc. "We are really excited to test event-based offers right here in our backyard at The University of Texas spring game. This will be the first in a series of special offers that will be available exclusively to those who have the RetailMeNot app at select events here locally in Austin."

RetailMeNot also announced a recent partnership with the Circuit of the Americas (COTA) to provide attendees offers while attending concerts or sporting events at the Austin-based entertainment venue.

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 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.

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