

RetailMeNot Launches New, Free Tablet App for iPad that Makes It Easier for Consumers to Plan, Shop and Save

AUSTIN, Texas, June 24, 2014 /PRNewswire/ -- RetailMeNot (Nasdaq: SALE), the largest digital offers destination in the United States, announced today the launch of a tablet app for iPad users interested in easier-to-use planning tools that help them save money while they shop. The free RetailMeNot Coupons app for iPad is now available in the [iTunes App Store](#).



As tablet commerce grows, the RetailMeNot Coupons app for iPad will help support a growing base of consumers who enjoy using a tablet device to research shopping options and make transactions. According to a May 2014 report written by Sucharita Mulpuru from Forrester Research, Inc. (U.S. Mobile Phone and Tablet Commerce Forecast, 2013 to 2018), mobile phone and tablet commerce is expected to top \$114 billion by the end of 2014 and \$293 billion by 2018. The same report by Mulpuru cites that the growth is being driven by nearly 200 million U.S. smartphone subscribers and nearly 100 million U.S. regular tablet users.

"RetailMeNot's new iPad app will make it easier for consumers to plan, shop and save at their favorite stores, whether online or in-store," said Cotter Cunningham, CEO and founder, RetailMeNot, Inc. "Because tablets are becoming an increasingly important shopping tool, RetailMeNot designed an iPad app with a user interface that makes it easy to take advantage of thousands of opportunities to save."

Features of the RetailMeNot Coupons app for iPad include:

- Built-in geo-location technology and maps that highlight offers at nearby malls and stores to help consumers in research and planning mode
- Ability to pick favorite stores within the iPad app and have offers from those stores show up first in nearby mall search results
- Ability to search for more than 500,000 deals and coupons from nearly 50,000 online and brick-and-mortar stores
- "Hot deals" homepage button that includes curated offers by RetailMeNot merchandisers
- Time-shift functionality that enables signed-in RetailMeNot members to save and share deals between devices (desktop, mobile app and tablet) for later use online or in-store

"With 70 percent of our smartphone app launches happening outside a geofenced shopping location—in addition to proprietary research we have conducted on customer shopping behavior—we know that there is significant demand among consumers for an easy-to-use planning tool that helps them save before they go to the mall," said Jag Bath, senior vice president of product, RetailMeNot, Inc. "As the tablet device becomes a more meaningful driver of retail sales, we will continue to make enhancements to the RetailMeNot tablet app to support consumers who are looking to save money while they shop."

The tablet app now joins a portfolio of savings tools that RetailMeNot provides consumers, including its desktop website (www.retailmenot.com), mobile website (<http://m.retailmenot.com>) and free mobile coupons apps for iPhones and Android devices available at the [iTunes App Store](#) or [Google Play](#). Additionally, RetailMeNot members can stay ahead of other deal seekers by subscribing to curated newsletters and store alerts for the best deals and offers (<http://www.retailmenot.com/alerts>).

About RetailMeNot.com

RetailMeNot.com (www.retailmenot.com) is the largest digital offers 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 or the [RetailMeNot Coupons app for iPad](#) 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 marketplace for digital offers. The company enables consumers across the globe to find hundreds of thousands of digital offers from their favorite retailers and brands. During the twelve months ended March 31, 2014, RetailMeNot, Inc. experienced more than 590 million visits to its websites. In 2013, RetailMeNot estimates \$3.5 billion in its paid retailer sales were attributable to consumer traffic from digital offers in its marketplace. Its mobile apps have been downloaded over 16 million times. The RetailMeNot, Inc. portfolio includes www.RetailMeNot.com, the largest digital offer marketplace in the United States; www.RetailMeNot.ca in Canada; www.VoucherCodes.co.uk, the largest digital offer marketplace in the United Kingdom; www.Deals.com in Germany; www.Actiepagina.nl, a leading digital offer site in the Netherlands; Bons-de-Reduction.com and www.Ma-Reduc.com, leading digital offer sites in France; www.Poulpeo.com, a leading digital offer site with cash back in France; and www.Deals2Buy.com, a leading digital 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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