

RetailMeNot Helps Members Save While Dining Out: Latest Membership Benefit Provides More Than 20,000 New Restaurant Offers to App Users

RetailMeNot members can access offers at thousands of quick-service, fast-casual and fine dining restaurants nationwide

- Unlike daily deal sites, all content is free

- Geo-location technology enables members to get local, up-to-date offers via the RetailMeNot Coupons app

AUSTIN, Texas, July 1, 2014 /PRNewswire/ -- RetailMeNot (NASDAQ: SALE), the largest digital offers destination in the United States, announced today the addition of more than 20,000 new offers from quick-service, fast-casual and fine dining restaurants. Available through its free RetailMeNot Coupons app for iPhone and Android devices to members who are signed in, the free offers can be redeemed on the spot by simply showing the location-specific offer to waitstaff or cashiers.



To better cater to members' needs, 100% of the offers are location-based. Meaning that geo-location technology within RetailMeNot's smartphone app will only show offers that are in the immediate vicinity. A benefit of being a member and using the app is that you won't arrive at a chain restaurant in Phoenix with a coupon that's valid only in Dallas.

"Based on recent surveys and user engagement with our existing food content, we know that restaurant offers are highly valued by our users. Because of this, we wanted to expand the content and provide new benefits for our members," said Brett Billick, vice president, membership, RetailMeNot, Inc. "With geo-location technology our members can now access even more restaurant offers while they are on the go."

Findings from the surveys include:

- The vast majority of respondents have eaten at a fast food (87%) or fast-casual (67%) restaurant over a month's time frame.
- Eating at restaurants will be a big part of summer this year. Survey respondents estimate, on average, they will eat out nearly every day of the week (six days) and likely nine times a week during vacation.
- When it comes to dining out, survey respondents prefer a buy one, get one free entree deal (35%) or a discount (such as 10% off) on their entire purchase (31%). Fewer see as much value in a free appetizer or dessert (7%) or drink specials (6%).
- Among 2014 summer vacationers, the top foods that survey respondents plan to eat during their summer vacation are burgers (76%), pizza (74%) and sandwiches (64%).

The free RetailMeNot Coupons app is available for iPhone and Android devices at the [iTunes App Store](#) and [Google Play](#), respectively. To access the restaurant offers, app users need to simply [sign up](#) and become a RetailMeNot member.

From pizza to gift baskets, RetailMeNot.com continues to provide all users access to great food offers at <http://www.retailmenot.com/coupons/food>.

Report Methodology

The two RetailMeNot surveys were conducted with The Omnibus Company between April 4 and April 11, 2014, and April 22 and April 29, 2014, among 1,075 and 1,009 U.S. residents ages 18 and over, using an email invitation and an online survey. Quotas are set to ensure reliable and accurate representation of the entire U.S. population ages 18 and over. Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. In these particular studies, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample. The margin of error for any subgroups will be slightly higher.

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 12 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](#).

Media contacts:

RetailMeNot PR Department
Media Inquiries: [+1 512 777 2957](tel:+15127772957)
media@rmn.com

Logo - <http://photos.prnewswire.com/prnh/20130704/DA42607LOGO>

SOURCE RetailMeNot, Inc.

<https://retailmenot.mediaroom.com/2014-07-01-RetailMeNot-Helps-Members-Save-While-Dining-Out-Latest-Membership-Benefit-Provides-More-Than-20-000-New-Restaurant-Offers-to-App-Users>