

RetailMeNot's 2nd Mobile App Anniversary Sets the Stage for Future Innovations

After only two years, RetailMeNot is changing the face of shopping with innovations in mobile and tablet commerce while also helping consumers save in-store

AUSTIN, Texas, July 10, 2014 /PRNewswire/ -- RetailMeNot, Inc. (NASDAQ: SALE), which operates the world's largest marketplace for digital offers, today announced a series of milestones to mark the two-year anniversary of launching its free RetailMeNot app (www.retailmenot.com/mobile) for both iPhone and Android devices.



The company's apps continue to experience significant success and reach new heights:

- Since launch, consumers have downloaded the company's apps approximately 18.5 million times.
- Building on its location-enabled technology, the RetailMeNot app's geo-fencing abilities has been expanded beyond malls to provide consumers relevant offers at nearly 15 thousand locations, including shopping centers, outlet malls, airports, universities and event centers around the United States.
- Since the launch of geo-targeted offers within the RetailMeNot app in 2012, more than 65% of users have opted-in to receive location-aware deals.
- In twelve months ending June 30, 2014, RetailMeNot app users saved their favorite offer 29 million times.
- RetailMeNot app users also "favorited" their preferred retailers more than 73 million times on the app.
- In twelve months ending June 30, 2014, the company's apps experienced nearly 450 million sessions.

Consumers Embrace RetailMeNot's App

RetailMeNot is expanding beyond its initial heritage as a coupon website that has facilitated billions in sales online for its retail partners, and continues to grow its consumer value proposition by providing users with more relevant digital offers through e-commerce and in-store channels. Beyond coupons offered to a mass audience, the company is expanding to include personalized offer delivery based on a user's favorite stores.

Additionally, the RetailMeNot app continues to be a top 10 free lifestyle app in the Apple iTunes App Store.

Retailers Value RetailMeNot App's Results

Retailers have equally grown to appreciate the value of RetailMeNot's mobile platform. In addition to delivering users more targeted purchase incentives, geographic and location-aware promotions via the RetailMeNot app are helping retailers reach the right consumer with the right offer on any device, anywhere in the United States. In addition, the second quarter of 2014 also proved to be a record quarter for RetailMeNot revenue generated from in-store sales.

RetailMeNot's in-store technology combined with a more omnichannel approach to retail marketing represents one of the most meaningful areas of growth for the company. For example, in a partnership with a leading fashion brand, RetailMeNot discovered the right offer can greatly expand a retailer's reach. With four omnichannel offers, the fashion retailer increased sales related to RetailMeNot's marketplace by 167 percent. Importantly, thirty-three percent of all purchases in the campaign were from new customers.

More case studies from well-known retailers are available at <http://www.retailmenot.com/corp/resources>.

"In 2012, RetailMeNot started developing a mobile experience to provide smartphone users the opportunity to buy more online and save. Two years later, RetailMeNot has expanded its mobile capabilities to support retailers' omnichannel and digital initiatives delivering an efficient approach to increase traffic, engage customers and expand sales online and in-store," said Cotter Cunningham, CEO and founder, RetailMeNot, Inc. "With the right talent and expertise within our company and deepening relationships with our top retail partners in North America, RetailMeNot is taking mobile innovation to more personalized and engaging levels for our users."

Recent and Upcoming Innovation

What started with developments in smart-phone mobile commerce has expanded to recent innovations at RetailMeNot for tablet devices. The June launch of the free RetailMeNot tablet app for iPad has been well

received by consumers and was recently named one of the "Best New Lifestyle Apps" by the Apple iTunes store.

Following the marketing partnership announcement with GGP Properties in the first quarter of 2014, RetailMeNot has begun active tests of near-field beacon technology in selected malls across the United States. Beacon-technology provides consumers the ability to receive even more hyper-local relevant deals down to the aisle of an actual store. RetailMeNot expects to test pilot programs using beacon technology with retailers in the coming weeks.

In areas of new offer content, RetailMeNot recently added thousands of new localized restaurant offers for app members. The location-enabled offers solves a challenge for chain and franchised restaurants seeking to ensure their local marketing promotions reach the right consumers.

Upcoming innovations include numerous services and features to support retailers and consumers alike, including:

- A new design for the RetailMeNot app that will provide consumers more flexibility to personalize their savings opportunities
- Improved testing capabilities to help retailers optimize sales results and return on investments in the RetailMeNot mobile platform
- Expanding content and promotional delivery capabilities including, new digital circular and curated "showcases" for retailers to promote product level offers for millions of RetailMeNot app users.

Press Declares RetailMeNot's App Among The Best

Recent critical acclaim in the press touting the RetailMeNot app in the United States has been significant and have included:

- Men's Fitness (November 2013): [Six Best Money-Saving Apps and Sites](#)
- U.S. News & World Report (November 2013): [12 New Shopping Apps for the Best Deals](#)
- Appolicious: [Best Android shopping apps of all time](#) (May 2014), [Best iPhone shopping apps of all time](#) (June 2014)
- MSN Living (Feb 2014): [One of our favorite couponing apps](#)
- Teen Vogue (June 2014): [The 5 Best Shopping Apps for Girls on a Budget](#)
- TODAY (June 2014): [7 Money Saving Tricks](#)
- Consumer Reports ShopSmart Magazine (May 2014): [Check out these 9 great money-saving apps!](#)
- Kiplinger (May 2014): [10 Great Money-Saving Apps](#)

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 18.5 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 Contact

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

Investor Relations Contact

Michael Magaro
RetailMeNot, Inc.
ir@rmn.com
(512) 777-2899

Logo - <http://photos.prnewswire.com/prnh/20130312/DA74245LOGO>

-- RMNSALE-F --

SOURCE RetailMeNot, Inc.

<https://retailmenot.mediaroom.com/2014-07-10-RetailMeNots-2nd-Mobile-App-Anniversary-Sets-the-Stage-for-Future-Innovations>