

RetailMeNot Awards \$15,000 Grant to Operation Homefront to Provide Back-to-School Supplies to Military Families

AUSTIN, Texas, Aug. 5, 2014 /PRNewswire/ -- RetailMeNot, Inc. (NASDAQ: SALE), which operates the world's largest marketplace for digital offers, is proud to announce its support of Operation Homefront, a nonprofit organization dedicated to providing emergency financial and other assistance to thousands of families of service members and wounded warriors across the United States each year. The organization was the recipient of a \$15,000 grant from RetailMeNot to support the back-to-school needs of military families.



With a new school year fast approaching, RetailMeNot is hard at work helping its users save time and money while shopping for supplies, clothing, shoes, electronics and other school necessities. Unfortunately, many U.S. military families need assistance purchasing the basics, including backpacks and supplies for their children. RetailMeNot is proud to have the opportunity to join others in giving back to our servicemen and servicewomen.

Operation Homefront's Back-to-School Brigade, a nationwide school supply collection campaign, relieves some of the financial stresses felt by military families around this time of the year. As a sponsor of the Back-to-School Brigade, RetailMeNot is assisting in the purchase and distribution of backpacks and school supplies for the children of our military men and women around the country.

"No one is more deserving of our assistance in their time of need than the members of our military. They protect our country day in and day out, and we will be there for them and their families," said Cotter Cunningham, the CEO and founder of RetailMeNot, Inc. "I am so proud that RetailMeNot is partnering with such an outstanding organization like Operation Homefront. We look forward to getting our employees engaged beyond our donation of funds to the Back-to-School Brigade."

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 June 30, 2014, RetailMeNot, Inc. experienced more than 625 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](#).

About Operation Homefront

A national nonprofit, Operation Homefront leads more than 2,500 volunteers with nationwide presence who provide emergency and other financial assistance to the families of service members and wounded warriors. Operation Homefront has provided assistance to thousands of military families since its inception in 2002. Recognized for superior performance by leading independent charity watchdog groups, nationally, 93 percent of total donations to Operation Homefront go directly to programs that provide support to our military families. For more information, go to www.OperationHomefront.net.

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