RetailMeNot Saves the World (Some Money)

New cross-channel brand campaign shows how consumers online and in-store love saving more with RetailMeNot

- TV campaign to kick-start the back-to-school shopping season featuring retailers like Sears, eBay, Macy's and Best Buy

- In-mall #SavingsSuperhero events teach consumers how to use RetailMeNot apps for iPhone and Android devices

AUSTIN, Texas, Aug. 12, 2014 /PRNewswire/ -- RetailMeNot (NASDAQ: SALE), a leading digital offers destination that helps consumers save money, today announced the launch of its new brand campaign in which the company proclaims: "We're Out to Save the World (Some Money).™"

"With 500,000 offers from more than 50,000 retailers, RetailMeNot shoppers enjoy saving on virtually everything they buy," said Jill Balis, senior vice president, marketing. "Our new brand campaign will bring to life the success and excitement people experience when they use RetailMeNot either online or in stores to easily save on what they want, from the retailers, restaurants and brands they love."

In addition to creative integration within RetailMeNot properties (website, email newsletter, social channels, blog), the campaign will be visible during the back-to-school shopping season through advertisements on television, radio, online display, online video and throughout malls and shopping centers across the United States.

The RetailMeNot advertisement features both online and omni-channel retailers, including Sears, eBay, Macy's, Best Buy and others.

The television creative and media duties are being managed by Quigley-Simpson of Los Angeles, CA. RetailMeNot's public relations agency of record is Allison+Partners of New York, NY.

Watch the television ad by clicking here. Or visit www.youtube.com/retailmenot.

Searching for a deal shouldn't be hard. RetailMeNot helps consumers find the best offers quickly and easily, so they can save when they shop. It's that simple. The advertisements will help demonstrate to consumers all the ways they can save on purchases using RetailMeNot, whether it is buying a new pair of shoes or a pizza on a Friday night. The ads feature the use of RetailMeNot.com to search for online offers and the RetailMeNot app to find in-store offers.

In an effort to help save the world (some money), RetailMeNot will be sending out a Savings Superhero to a mall near you during the third and fourth quarters. The Savings Superheroes will teach shoppers how to use the free RetailMeNot app for iPhone and Android devices. Find a RetailMeNot Savings Superhero and get the chance to win some cash to help you shop till you drop!

Consumers should also be on the lookout for frequent Twitter contests featuring our @RetailMeNot #SavingsSuperhero.

To learn more, watch our recaps of events in San Antonio and Atlanta. RetailMeNot's Savings Superheroes will be coming to a city near you during the Back to School and Holiday 2014 shopping seasons!

About RetailMeNot.com

RetailMeNot.com (www.retailmenot.com) is a leading digital offers destination that helps consumers save money. Since November 2006, our users have shared hundreds of thousands of offers from retailers. These offers are voted on by users, ensuring that quality deals rise to the top and those that are expired drop down the list. RetailMeNot.com is operated by RetailMeNot, Inc., the world's largest marketplace for digital offers.

We're out to save the world (some money).™ Watch the new RetailMeNot ad.

Shopping on the go? Download the RetailMeNot app for iPhone and Android phones or the RetailMeNot app for iPad to access thousands of online and in-store offers nearby, including members-only food deals at local and nationwide restaurants. Make sure to "like" RetailMeNot.com on Facebook, follow the company on Twitter @retailmenot and add us on Google+. Consumers can sign up to receive online and in-store deals from the Best of RetailMeNot emails 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 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.

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