

RetailMeNot's App for iPhone and Android Adds Personalization Updates and New Design

Improved app navigation and personalized savings experience prove RetailMeNot is out to save the world (some money)!

AUSTIN, Texas, Sept. 2, 2014 /PRNewswire/ -- RetailMeNot (NASDAQ: SALE), a leading digital offers destination that helps consumers save money, today announced the release of the updated and newly redesigned RetailMeNot app for iPhone and Android phones.



With thousands of offers at your favorite stores and restaurants, the refreshed RetailMeNot app makes it even easier to save. Whether you're hungry for food deals or looking for in-store offers while shopping, RetailMeNot does all the work to help find and deliver the best deals and offers!

"Millions of consumers have turned to RetailMeNot to save on virtually everything they buy online and in store. The updated and redesigned RetailMeNot app will continue to provide shoppers with incredible localized offers, and now includes a more personalized savings experience on deals that are relevant to a user's retailer or brand preferences," said Cotter Cunningham, the CEO and founder of RetailMeNot, Inc. "The RetailMeNot app is helping consumers save while they shop at their favorite stores. Just as exciting, our mobile technologies are helping our retail partners efficiently build their brands, generate traffic and increase sales. It's a win-win."

New Features

Improvements to the RetailMeNot app include better navigation and a refreshed design that makes it easier to access nearby deals, favorite stores and saved offers!

RetailMeNot also introduced three new features accessible from the app's homepage, including:

- Just For You: Check out the top offers for your favorite stores
- Our Best: Find the best new deals of the day—now with stunning new visuals
- Popular: See what offers are trending in the RetailMeNot community

The updated app still includes:

- Deals and offers from thousands of online and brick-and-mortar retailers
- 24/7 verification of thousands of coupons and deals from top retailers
- Location-aware offers from retailers and restaurants at more than 15,000 geo-fenced shopping areas, airports, universities and event centers
- Mobile alerts for relevant deals and special offers from your favorite stores

When signed-in, RetailMeNot members can continue to access coupons across any device. Consumers can save coupons for later use on their desktop, mobile and tablet devices. Additionally, the RetailMeNot app will send reminders when your saved coupons are about to expire.

"We continue to believe that improved personalization functionality will lead to a better user experience for consumers who value the relevant, localized offers available to them through the RetailMeNot app," said Jag Bath, senior vice president of product at RetailMeNot, Inc. "As we work to feature more of our partners in the RetailMeNot app, the new design and navigation will enable retailers and brands to provide more dynamic offers with richer content and visuals to consumers."

The RetailMeNot app can be downloaded by visiting [iTunes](#) or [Google Play](#). The app will automatically prompt existing users with updates.

RetailMeNot's apps have been downloaded more than 18.5 million times worldwide.

Video/b-roll footage of the latest version of the RetailMeNot app is available for download by [clicking here](#):

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 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](#).

Media contacts:

Brian Hoyt
RetailMeNot, Inc.
[+1 512 777 2957](tel:+15127772957)
bhoyt@rmn.com

Michelle Skupin
RetailMeNot, Inc.
[+1 808 224 3215](tel:+18082243215)
mskupin@rmn.com

Allison+Partners Public Relations
retailmenot@allisonpr.com

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

SOURCE RetailMeNot, Inc.

<https://retailmenot.mediaroom.com/2014-09-02-RetailMeNot-App-for-iPhone-and-Android-Adds-Personalization-Updates-and-New-Design>