

## RetailMeNot, Inc. Names Michael Jones as Senior Vice President, Retailer and Brand Solutions

*eBay, ChannelAdvisor veteran charged with deepening RetailMeNot's relationships with the largest retailers and brands*

AUSTIN, Texas, Sept. 3, 2014 /PRNewswire/ -- RetailMeNot, Inc. (NASDAQ: SALE), the operator of the world's largest digital offers marketplace, today announced that Michael Jones was named senior vice president, retailer and brand solutions.



Michael joins RetailMeNot after spending the last four years serving as vice president of merchant development at eBay. While at eBay, Michael was responsible for building and developing the company's business relationships with some of the largest brands and retailers in the world and growing the business of its largest customers. His responsibilities included sales, business development, merchant relations and operations for eBay's marketplace business. In his new role at RetailMeNot, Michael will lead the company's efforts to deepen its relationships with the largest retailers and brands.

"It is incredibly exciting to have Michael join RetailMeNot as we continue to develop best-in-class multichannel solutions for retailers and brands," said Kelli Beougher, the COO of RetailMeNot, Inc. "Michael's passion for growing businesses combined with his deep experience working with retailers and brands will help RetailMeNot continue our efforts to support our retailers' customer acquisition, retention and revenue goals."

"It is exciting to join an organization that is viewed by so many retailers and brands as one of the most effective and innovative multichannel platforms that can efficiently drives sales both online and in-store," said Michael Jones, senior vice president, retailer and brand solutions at RetailMeNot, Inc. "RetailMeNot has an incredible opportunity to heighten its support of a retail industry that is starving for a more efficient way to connect the right promotion with the right consumer. I look forward to helping this company take advantage of that opportunity."

### **Prior to eBay**

Over a 10-year period, Michael served in various senior revenue, operations and business development roles at ChannelAdvisor, a leading software-as-a-service (SaaS) company helping online retailers and manufacturers maximize and optimize their online sales through search engine marketing, comparison shopping engines and marketplaces.

Prior to ChannelAdvisor, Michael was as vice president of product management and marketing for AuctionRover.com, an online auction search engine that was acquired by Overture Services in 2000. Michael also served as a senior product manager for Stingray Software, a worldwide leader in providing object-oriented components for developing Windows applications.

### **About RetailMeNot, Inc.**

RetailMeNot, Inc. ([www.retailmenot.com/corp/](http://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](http://www.RetailMeNot.com), the largest digital offer marketplace in the United States; [www.RetailMeNot.ca](http://www.RetailMeNot.ca) in Canada; [www.VoucherCodes.co.uk](http://www.VoucherCodes.co.uk), the largest digital offer marketplace in the United Kingdom; [www.Deals.com](http://www.Deals.com) in Germany; [www.Actiepagina.nl](http://www.Actiepagina.nl), a leading digital offer site in the Netherlands; [Bons-de-Reduction.com](http://Bons-de-Reduction.com) and [www.Ma-Reduc.com](http://www.Ma-Reduc.com), leading digital offer sites in France; [www.Poulpeo.com](http://www.Poulpeo.com), a leading digital offer site with cash back in France; and [www.Deals2Buy.com](http://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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