

RetailMeNot Named a Webby Award Nominee for Best Shopping App

Shoppers are encouraged to vote for RetailMeNot in the Webby's People's Voice Award for Best Shopping Mobile Site or App

AUSTIN, Texas, April 15, 2015 /PRNewswire/ -- RetailMeNot (www.retailmenot.com/mobile), the largest digital offers marketplace in the United States, is proud to announce that the RetailMeNot app is officially a Webby Award nominee for best shopping mobile site or app.



Established in 1996, The Webby Awards is the leading international award honoring excellence on the Internet, including websites, advertising and media, online film and video, mobile sites and apps and social. The 19th annual awards event continues to be presented by the International Academy of Digital Arts and Sciences.

"With tens of millions of consumers downloading the RetailMeNot app, and more than 21 million unique mobile visitors each month using our services to save when they shop, we are truly proud of our role in mobile technology's retail revolution," said Cotter Cunningham, the CEO and founder of RetailMeNot, Inc. "Mobile commerce and technology like the RetailMeNot app are helping more consumers find relevant offers that enable them to make smarter purchasing decisions online and in stores. For retailers, this technology is translating into one of the most effective marketing investments to drive brand awareness, store traffic and ultimately sales."

RetailMeNot is asking shoppers who love to save money to vote for the RetailMeNot app as a part of the Webby's People's Voice Award. Visit the following website to learn more:

<http://pv.webbyawards.com/2015/mobile-apps/handheld-devices/shopping-handheld-devices>

Voting ends April 23, 2015.

Don't have the RetailMeNot app on your iPhone or Android phone?

Visit www.retailmenot.com/mobile to get it for FREE today!

The RetailMeNot app makes it easy to save with thousands of deals at your favorite stores and restaurants!

Get all the latest and greatest deals:

- Search for the top deals and coupons for over 50,000 nationally known retailers
- Enjoy exclusive food offers for thousands of local and nationwide restaurants
- Check out *Our Best* offers, view deals *Just for You* based on your favorite retailers or see *Popular* coupons clicked on by other RetailMeNot users
- Browse by categories: Looking for food, clothing or accessories? It's easy to access the offers you need.
- Shop with confidence: We verify thousands of coupons and deals daily.

Discover all the great deals near you:

- Nearby map: See all the deals near you in one easy locale!
- Plan ahead: View offers at nearby shopping destinations and malls.
- Save on the go: Get automatic alerts when deals are nearby.

Access coupons across any device:

- Bookmark your favorite stores.
- Get notified when we have new deals for your favorite stores.
- Save coupons for later.
- Get reminders when your saved coupons are about to expire.

Redeem coupons from your phone:

- Show the coupon's bar code on your phone to save at checkout.

About The Webby Awards

Hailed as the "Internet's highest honor" by *The New York Times*, The Webby Awards (<http://www.webbyawards.com/about/>) is the leading international award honoring excellence on the Internet, including Websites, Advertising & Media, Online Film & Video, Mobile Sites & Apps, and Social. Established in 1996, The Webby Awards received nearly 13,000 entries from all 50 states and over 60 countries worldwide this year. The Webby Awards is presented by the International Academy of Digital Arts and Sciences (IADAS).

About RetailMeNot, Inc.

RetailMeNot, Inc. (<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 for their favorite retailers and brands. During the 12 months ended December 31, 2014, RetailMeNot, Inc. experienced nearly 700 million visits to its websites, and during the three months ended December 31, 2014, monthly mobile unique visitors totaled 21.2 million. In 2014, RetailMeNot, Inc. estimates \$4.4 billion in paid retailer sales were attributable to consumer traffic from digital offers in its marketplace. The RetailMeNot, Inc. portfolio includes RetailMeNot.com, the largest digital offer marketplace in the United States; RetailMeNot.ca in Canada; VoucherCodes.co.uk, the largest digital offers marketplace in the United Kingdom; Deals.com in Germany; Actiepagina.nl, a leading digital offers site in the Netherlands; Bons-de-Reduction.com and Ma-Reduc.com, leading digital offers sites in France; Poulpeo.com, a leading digital offers site with cash back in France; andDeals2Buy.com, a digital offers 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>.

Media Contacts:

Brian Hoyt
RetailMeNot, Inc.
+1 202 330 3070
bhoyt@rmn.com

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