

## RetailMeNot Follows Up Best Shopping App Webby Win by Extending Long-Standing Partnership With Gimbal, Inc. to Promote Beacon Powered Offers to Shoppers

AUSTIN, Texas, May 19, 2015 /PRNewswire/ -- RetailMeNot, Inc. ([www.retailmenot.com/corp](http://www.retailmenot.com/corp)), the world's largest digital offers marketplace, announced today that the free RetailMeNot app was named the **People's Voice Webby Award** winner in New York City for having the best shopping app in 2015!



"This is an exciting day for RetailMeNot, our loyal and growing community of app users and our retail and brand partners," said Cotter Cunningham, the CEO and founder, RetailMeNot, Inc. "We're truly honored to be chosen by so many Webby voters as their favorite shopping app. We will continue to live up to the expectation of being the best app for consumers that want to save money while shopping, and we can't wait to give consumers more reasons to download and use our app in the coming weeks and months."

As a follow-up to the Webby ceremony and as a part of RetailMeNot's continued efforts to support the growing audience of mobile deal seekers who use its app, RetailMeNot also confirmed that it has extended another significant agreement with a leading proximity engagement platform and beacon network provider, Gimbal ([www.gimbal.com](http://www.gimbal.com)).

As a driving force in location- and proximity-based mobile engagement, Gimbal's continued partnership with RetailMeNot will work to scale several successful tests previously executed with retailers, shopping malls and out-of-home advertising networks over the past year, connecting millions of mobile users with thousands of retailers and brands.

The beacon partnership enables more of RetailMeNot's retail and brand partners to engage high-intent shoppers by delivering compelling offers within a specific area of a brick-and-mortar store. The company will continue to offer Gimbal's software platform and beacon hardware to its existing retail and brand partners, allowing them to take advantage of a powerful in-store marketing capability, as well as enable them to leverage Gimbal's expanding out-of-home proximity beacon networks that are being deployed across public spaces.

"A recent study<sup>1</sup> projects that by 2016, \$44.5 billion in U.S. in-store retail sales will be influenced by beacon-triggered messages. RetailMeNot wants to make it easier for our mobile users to find great personalized and compelling deals by further developing the beacon opportunity to provide consumers a better shopping experience," said Jody Goehring, senior director of corporate development for RetailMeNot, Inc. "I believe this partnership with Gimbal will help RetailMeNot continue to support inventory-specific and brand-specific promotions for retailers in-store."

Gimbal proximity beacons with iBeacon™ technology are one of the most widely deployed Bluetooth® Smart (Bluetooth Low Energy) beacons in the world.

Gimbal beacons transmit a unique rolling, encrypted ID to ensure digital ownership of your proximity network. Gimbal's secure beacons transmit information to mobile devices from 50 meters down to inches. RetailMeNot mobile app users who opt-in to the new service will be eligible to receive offers and other promotional content based on their specific in-store location, personal preferences and shopping behavior at participating retail stores.

"We continue to see how important contextual engagement is becoming to the mobile shopping experience and we're excited to continue enhancing that experience for millions of RetailMeNot users," said Kevin Hunter, chief operating officer, Gimbal, Inc. "The ability to engage consumers with information that matters most to them at the right time and place is a crucial piece of the puzzle for brand and retail partners."

### **About Gimbal, Inc.**

Gimbal, Inc. is connecting brands, venues, events and retailers with their customers in exciting new ways by providing leading-edge mobile technologies and solutions. With advanced geofencing, the world's largest deployment of industry-leading Bluetooth Smart beacons, location-based engagement, analytics, unmatched security features and privacy controls, the Gimbal platform helps drive mobile app engagement and loyalty. Visit [www.gimbal.com](http://www.gimbal.com) for more information.

**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 March 31, 2015, RetailMeNot, Inc. experienced more than 720 million visits to its websites, and during the three months ended March 31, 2015, monthly mobile unique visitors totaled 18.4 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; and Deals2Buy.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>.

<sup>1</sup> Business Insider Intelligence, February 2015. <http://www.businessinsider.com/beacons-impact-billions-in-reail-sales-2015-2>

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