RetailMeNot, Inc. Appoints Marissa Tarleton as Chief Marketing Officer, North America

AUSTIN, Texas, Oct. 6, 2015 /PRNewswire/ -- RetailMeNot, Inc. (http://www.retailmenot.com), the world's largest digital promotions marketplace (NASDAQ:SALE), announced today that Marissa Tarleton has joined the company as its chief marketing officer for North America.

In this role, Ms. Tarleton will direct all consumer brand advertising, customer acquisition and retention, search engine marketing, public relations, internal communications, business-to-business marketing, and customer relationship management. Her primary focus will be supporting the growth of the RetailMeNot brand in both the United States and Canada, including increasing the active user base of RetailMeNot's Webby Award winning app.

"I'm so excited that Marissa, a skilled marketer who helped build one of the leading consumer electronics brands in the world, has decided to join RetailMeNot as we reimagine the shopping experience," said Cotter Cunningham, CEO and founder, RetailMeNot, Inc. "In addition to her expertise in CRM and branding, I believe that Marissa's presence on the executive team will help us evolve RetailMeNot into a business that consumers more frequently rely on for more than just coupons when they shop. This year, RetailMeNot is providing our users with more ways to find value when they shop. As we bring these new services to market, I know Marissa will help us expand upon our mission to save the world (some money)."

"I'm energized about the opportunity to help RetailMeNot continue its journey as a leader in digital promotions," said Marissa Tarleton, chief marketing officer, North America, RetailMeNot, Inc. "More consumers than ever know how we can help them save money as they make RetailMeNot a part of their shopping routine. As we move into the most important time of year for retailers, we intend to ensure that RetailMeNot shoppers will more frequently be online and in-store to support our partners."

Prior to RetailMeNot, Marissa led marketing for Dell Inc.'s North America Consumer and Small Business organization. Her responsibilities included driving new customer acquisition through marketing communications, media, partner programs, loyalty and CRM for both the Dell direct and retail businesses.

During her thirteen-year tenure at Dell she served in multiple regional and global marketing leadership roles including product marketing, brand management, e-commerce and digital marketing as well as leadership of Dell's global advertising team. Prior to Dell, Marissa worked in advertising in New York City for both Ogilvy & Mather and Foote Cone & Belding. She was responsible for account and media leadership for brands such as IBM, Nabisco, and the United States Postal Service.

Marissa holds a Bachelor of Arts from Colgate University and a Master of Business Administration from the University of Texas at Austin.

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 June 30, 2015, RetailMeNot, Inc. experienced over 730 million visits to its websites, and during the three months ended June 30, 2015, RetailMeNot, Inc. averaged 18.4 million mobile unique visitors per month. 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; ma-reduc.com, a leading digital offer 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.

Be sure to "like" RetailMeNot, Inc. on Facebook and follow the company via Twitter @retailmenotinc.

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