Introducing RetailMeNot Rebates™, a Quick and Easy Way for Shoppers to Save Cash Sooner vs. Later

Retailers and brands have another way to engage shoppers within RetailMeNot's growing community of desktop and mobile shoppers

AUSTIN, Texas, Oct. 20, 2015 /PRNewswire/ -- RetailMeNot (www.retailmenot.com), a leading digital offers destination that gives shoppers more ways to save, today introduced the launch of RetailMeNot Rebates™, a new way to get cash back faster on purchases.

RetailMeNot is proud to announce a partnership with Snipp Interactive, Inc. (www.snipp.com), which helps power the RetailMeNot Rebates product. RetailMeNot will integrate SnippCheck, Snipp's unique processing engine, into its receipt verification process. SnippCheck is a market leader for receipt-based purchase validation that has powered several hundred programs for leading Fortune 500 brands and world-class agencies and partners.

"RetailMeNot Rebates is a modern-day twist on an old promotional method that will benefit millions of shoppers who enjoy the opportunity to get cash back on their purchases from leading retailers or brands they love," said Cotter Cunningham, CEO and founder, RetailMeNot, Inc. "Our goal continues to be for RetailMeNot.com and the RetailMeNot app to be the #1 destination for consumers looking to save when they shop—be it with the best coupons, sales information, product offers or now rebate opportunities. If there is a way for consumers to save money when shopping, we want to be their go-to destination."

Here's the problem for consumers that RetailMeNot Rebates aims to solve:

- Consumers have long used online shopping cash-back websites that promote instant rebate offers but often make you wait months for redemption checks to come in the mail.
- For many in-store purchases, consumers have had to fill out cumbersome rebate forms, snail mail the documents to the store or manufacturer, and wait for weeks or months until they received cash back on items they purchased.

For consumers, RetailMeNot's new rebate program is as simple as submitting a snapshot or email of a receipt, waiting generally less than five business days for verification of the offer, and receiving a quick redemption in the form of gift cards or money in a shopper's online PayPal account.

Rebates for the Holidays!

Following several trials with national retailers, brands and restaurants that tested rebate promotions through RetailMeNot, the program is ready to roll out in time for the holiday shopping season.

RetailMeNot intends to make the new rebate opportunity widely available to advertisers to complement the company's growing set of solutions, which also include in-store promotions, targeted email and mobile push promotions, location-aware offers, product offer placements and great coupons that consumers can access online and through their mobile devices.

In a recent survey of shoppers, conducted by Kelton Global on behalf of RetailMeNot, 44% of shoppers surveyed said they would be motivated to shop in-store if they could get money back on their purchase.

"RetailMeNot knows that many retailers and brands are more comfortable with rebate promotions. Often, marketers want more information about their customers before offering them a discount and will provide cash back on purchases only after their business has an opportunity to develop a more meaningful relationship with a consumer," said Michael Jones, senior vice president of Retail and Brand Solutions at RetailMeNot, Inc. "Rebates present the attractive opportunity to develop a deeper connection with consumers, and the opportunity for retailers to find out more information about their customers' favorite products and brands. We believe RetailMeNot is providing a more efficient way to relationship build with new and existing customers."

Interested advertisers (including restaurants, retailers and brands interested in SKU-level promotional campaigns) can contact their RetailMeNot sales representatives or email Michael Jones, senior vice president, Retail and Brands Solutions: michael.jones@rmn.com.

To read more about RetailMeNot Rebates and more ways to save within the RetailMeNot universe, visit our blog coverage at:

http://www.retailmenot.com/blog/retailmenot-rebates.html

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-deduc.com, a leading digital offers site 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. onFacebook and follow the company via Twitter @retailmenotinc.

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