

## RetailMeNot Launches "Save It Forward" Campaign to Encourage Random Acts of Kindness and Help Save Everyone's Sanity During the Holiday Season

AUSTIN, Texas, Nov. 17, 2015 /PRNewswire/ -- RetailMeNot ([www.retailmenot.com](http://www.retailmenot.com)), the world's largest marketplace for digital offers, is proud to announce the launch of the company's year-long "Save It Forward" campaign designed to promote goodwill and benefit charitable causes this holiday season. RetailMeNot users report an average savings of \$20 per transaction when shopping, so the company wants to encourage people to use the money saved to give back and help others. To amplify the cause, RetailMeNot will make a donation to the Boys & Girls Clubs of America for every act of kindness posted to social media using #SaveItForward and tagging @RetailMeNot.

### How it all works...

To kick-start the campaign, consumers can visit the RetailMeNot [Save It Forward](#) page to find examples of ways to spread goodwill. They can also redeem a Save It Forward coupon, which serves as a tangible reminder to take the time and do a good deed for another human being this holiday season.

Consumers are encouraged to perform a random act of kindness for family, friends and even strangers and then pass on the coupon to keep the acts of altruism rolling.

For example, a shopper may be inclined to buy a cup of coffee for someone in line behind them and then share the Save It Forward coupon with them, or someone could leave \$20 and a Save It Forward coupon behind at a gas station for the next person who checks out. Whatever the kind deed, the hope is that it will be paid forward.

### And it's all for charity...

RetailMeNot is proud to partner with the Boys & Girls Clubs of America this holiday season. Every time an act of kindness is shared on Facebook, Twitter or Instagram using #SaveItForward and @RetailMeNot, RetailMeNot will make a donation to the Boys & Girls Clubs of America (up to \$20,000 in total).

"We know the holidays can be a chaotic time for people, and along the way the spirit of the season can get lost. We created this program to serve as a simple reminder that while you are out shopping, spread some goodwill and cheer and encourage others to do the same," said Cotter Cunningham, CEO and founder, RetailMeNot, Inc. "At RetailMeNot, we kicked off the Save It Forward campaign internally by giving \$100 to each employee to support a public school teacher and class through DonorsChoose.org. As we continue to pay it forward for the holiday season, we want to remind our millions of users that doing good by helping others is only a coupon click away."

Start helping others by clicking here: <http://www.retailmenot.com/blog/save-it-forward.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 September 30, 2015, RetailMeNot, Inc. experienced nearly 730 million visits to its websites, and during the three months ended September 30, 2015, RetailMeNot,

Inc. averaged 18.6 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 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>.

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Video - <https://www.youtube.com/watch?v=tP12pZoYQDY>

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