

Take It From the Town of Coupon: "It's far better to give than to receive."

RetailMeNot Takes "SaveItForward" Campaign on the Road by Helping Pennsylvania Town, Coupon, Deliver Random Acts of Kindness and Holiday Gifts to One Another

AUSTIN, Texas, Dec. 16, 2015 /PRNewswire/ -- RetailMeNot (www.retailmenot.com), the largest marketplace for digital offers in the United States, announces the next phase of its #SaveItForward campaign designed to promote goodwill and benefit charitable causes this holiday season. With more than 500,000 digital coupons for 60,000 top retailers, restaurants and brands, RetailMeNot is known for helping consumers save money while shopping. With that in mind, the coupon-loving brand took its holiday campaign on the road to where else but **Coupon, Pennsylvania**. See the holiday spirit come to life in this special place: https://www.youtube.com/watch?v=_Bnk6qn8Q7k



In November, RetailMeNot decided to hit the road to spread some holiday cheer in Coupon as part of the #SaveItForward campaign. The plan was simple: Gift the hard-working residents of Coupon items from their holiday wish list. As it turned out, however, each resident insisted on helping a neighbor, friend or family member instead of listing off what they wanted for themselves. RetailMeNot quickly realized there was something special about Coupon: This little town, boasting a population of 73 and buried in the hills of Central Pennsylvania, embodies an altruistic spirit that binds the community.

Taking down names and checking them twice, RetailMeNot descended upon every large retailer and mall to round up as many gifts as possible for the community of Coupon. The town rallied together and spread the word that RetailMeNot would return in December to share holiday surprises and cheer. With more than 100 people, from Coupon and beyond, descending upon a neighbor's front yard for the gathering of giving, guests were treated to a welcoming by Santa Claus and a spectacular light show. One by one, Santa called the town residents to come forward and receive a gift from RetailMeNot, as suggested by a neighbor or friend. Ranging from new refrigerators, porch swings, hunting gear, electronics and even a trip to Disney for two young lucky princesses, holiday excitement and goodwill was contagious in Coupon that evening.

"Being that we are a brand that loves, lives and breathes helping consumers save money when they shop with coupons, we knew we had to discover more about the town of Coupon, Pennsylvania," said Marissa Tarleton, chief marketing officer, North America, RetailMeNot, Inc. "Our team found a neighborhood full of incredibly humble, kind and giving residents. They define the term 'community.' As RetailMeNot continues with its year-long #SaveItForward campaign, we were honored to help good people demonstrate the importance of how this season is all about neighbors helping neighbors live better lives."

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. Consumers can visit the RetailMeNot [Save It Forward](#) page to find examples of ways that they, too, can spread goodwill. They can also redeem a SaveItForward coupon, which serves as a tangible reminder to take the time to do a good deed for another human being this holiday season.

Want to learn more about the residents of Coupon? Click here: <http://www.retailmenot.com/blog/save-it-forward-coupon-pennsylvania.html>

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; RetailMeNot.de 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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