RetailMeNot-branded websites launch in Spain and Italy: a leading global marketplace for digital offers continues to help consumers save money as they shop across Europe and North America

AUSTIN, Texas and LONDON, England, March 9, 2016 /PRNewswire/ -- RetailMeNot (NASDAQ:SALE), a leading global marketplace for digital offers and operator of VoucherCodes.co.uk in the United Kingdom, today announced the expansion of its international footprint by entering both the Spanish and Italian markets with the launch of RetailMeNot.es and RetailMeNot.it.

As a major global network for digital offers, expanding the company's international portfolio is part of RetailMeNot's growth strategy in the key international markets. The goal continues to be to provide savings-minded consumers with great deals and offers for their favorite places to shop. With the launch of RetailMeNot in these new markets, the company is now present in the United States of America, Canada, the United Kingdom, France, Germany, the Netherlands, Italy and Spain.

Founded in Austin, Texas, in 2009, RetailMeNot currently works with over 70,000 of the world's leading retailers and brands across seven key markets. The global network counted over 718 million visitors in 2015 and facilitated almost $5 billion in retail sales for its partners over the same period.

Following entrances into Canada (www.RetailMeNot.ca) and Germany (www.RetailMeNot.de) as RetailMeNot, new market expansion into Spain and Italy is powered by a newly developed technology platform that makes expansion into new markets possible within a couple of weeks.

***Cotter Cunningham, founder and CEO of RetailMeNot, said**: "We are very excited about bringing RetailMeNot to Italy and Spain. Our successful operations in numerous international markets, which vary in size and maturity, as well as our new unified European platform, will allow us to leverage technological synergies and best practices as we enter new markets. We know how to help consumers save money when they shop, and we know how the power of a promotion will help our retail partners in Spain and Italy build their brands, drive traffic and ultimately sales."*

Giulio Montemagno, Senior Vice President International at RetailMeNot added: *"Expanding our global offering has been part of RetailMeNot's DNA from the offset. With large e-commerce markets and impressive growth rates, Spain and Italy are natural choices for us to expand. We believe that Spanish and Italian shoppers are already on the lookout for attractive digital offers, and will be receptive to the RetailMeNot brand as discount seeking becomes a natural part of the shopping journey. In both markets online commerce and mobile retailing are accelerating and retailers are looking to drive sales and improve the customer experience for shoppers, by providing a consistent experience at all times."*

Some facts about the retail industry in Spain and Italy

Spain and Italy are now the 4th and 5th largest e-commerce markets in Europe.[1] Both markets continue to prosper (+19% growth in both markets in 2015) and offer promising prospects for retailers. While the online spend per person is still slightly lower than in the mature markets of the UK, Germany and France, Italy and Spain are among the most heavily-populated countries in Europe (60 and 47 million respectively), with high mobile connectivity and strong potential for future growth.

A recent study has revealed more than three quarters (76%) of the Spanish population regularly use the Internet, and 62% of those choose to shop online. What's more, 83% of Spanish homes have Internet access. [2] Italians are following close behind with 61% of the Nation admitting to regularly using the Internet in 2015.

Looking more specifically at offers, coupons already have a strong appeal for both Spanish and Italian consumers. According to the research from CETELEM (https://www.cetelem.es/banco/), half of Spanish shoppers often use coupons and voucher codes when shopping. RetailMeNot will allow consumers to enjoy coupons and savings from leading brands and retailers, even if they have not already engaged with them.

The new entities will be operated from the company's headquarters for continental Europe in Amsterdam, headed by Mike Lester, Vice President and General Manager, New Markets.

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[1] Centre for Retail Research, Online Retailing 2013-2017

[2] *ONTSI Report 2015*

About RetailMeNot

RetailMeNot (http://www.retailmenot.com/corp/) is a leading digital savings destination connecting consumers with retailers, restaurants and brands, both online and in-store. The company enables consumers across the globe to find hundreds of thousands of digital offers to save money while they shop or dine out. During the 12 months ended December 31, 2015, RetailMeNot, Inc. experienced over 718 million visits to its websites. It also averaged 23.2 million mobile unique visitors per month during the three months ended December 31, 2015. RetailMeNot, Inc. estimates that approximately $4.8 billion in retailer sales were attributable to consumer transactions from paid digital offers in its marketplace in 2015, more than $600 million of which were attributable to its in-store solution. The RetailMeNot, Inc. portfolio of websites and mobile applications includes RetailMeNot.com in the United States; RetailMeNot.ca in Canada; VoucherCodes.co.uk in the United Kingdom; retailmenot.de in Germany; Actiepagina.nl in the Netherlands; ma-reduc.com and Poulpeo.com in France; RetailMeNot.es in Spain, RetailMeNot.it in Italy and Deals2Buy.com 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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https://retailmenot.mediaroom.com/2016-03-09-RetailMeNot-branded-websites-launch-in-Spain-and-Italy-a-leading-global-marketplace-for-digital-offers-continues-to-help-consumers-save-money-as-they-shop-across-Europe-and-North-America