RetailMeNot Earns The Good Housekeeping Seal

AUSTIN, Texas, July 25, 2016 /PRNewswire/ -- RetailMeNot (www.retailmenot.com), a leading digital offers destination that helps consumers save money, is proud announce they are the first shopping app to have earned the Good Housekeeping Seal, a trusted and highly regarded emblem for millions of consumers.

The Good Housekeeping Institute tests thousands of products a year from categories such as automotive, household, beauty, clothing, cleaning tools and more. *Good Housekeeping*'s scientists, tech analysts and researchers are expanding coverage and categories to include even more digital products.

The RetailMeNot website and app were extensively tested by the engineers at the Good Housekeeping Institute, and the functionality of the service was vetted to ensure it was easy to use and performed as expected. After a rigorous evaluation, the RetailMeNot service and app met the Institute's criteria and was qualified to earn the coveted Seal.

"Everyone has to shop. Whether you love it or not, you always want to get the best for your money. This is what GH has been about for the past 130 years—searching for, testing and featuring the very best of the best," says Jane Francisco, Editor in Chief of *Good Housekeeping*. "We are thrilled that RetailMeNot has passed the GH Institute Technology Lab's rigorous evaluation and earned the Good Housekeeping Seal. What better way than to layer GH's quality and curation with special, exclusive steals and deals! RetailMeNot is the perfect partner to help us do this."

With the app, you can explore the best deals nearby, redeem offers from your phone, and save at many of your favorite stores. On average, users report savings of $20 per transaction. There are 500,000 deals for 50,000+ stores and multiple ways to save: shopping offers, product discounts, storewide sales, discounted gift cards and digital rebates.

"It is an honor to be recognized as the first shopping app to earn the Good Housekeeping Seal," says Marissa Tarleton, chief marketing officer, North America, RetailMeNot. "The Seal is known for sending a clear message to consumers: 'you can trust this brand.' While millions of consumers trust our brand every day to find them the best savings options during their shopping journeys, we are pleased to have such a reputable media brand share the same confidence in our capabilities and grant us this distinguished emblem."

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 March 31, 2016, RetailMeNot, Inc. experienced over 700 million visits to its websites. It also averaged 19.2 million mobile unique visitors per month during three months ended March 31, 2016. 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, RetailMeNot.pl in Poland and GiftCardZen.com 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.

About Good Housekeeping:
Celebrating 130 years, *Good Housekeeping* (goodhousekeeping.com) is a leading lifestyle media brand inspiring a monthly audience of 30+ million readers to discover genius innovations, delicious ideas, style-savvy trends, compelling news and best-in-class products for their homes, families and themselves. The Good Housekeeping Institute's state-of-the-art labs combined with *Good Housekeeping's* seasoned editorial talent is unparalleled. Staffed by top engineers, scientists and technology experts, the GH Institute tests and evaluates thousands of products each year for the magazine, website and for the Good Housekeeping Seal and the Green Good Housekeeping Seal, which are among the most recognized and trusted consumer icons in the world today. Good Housekeeping, which also has five international editions, is published by Hearst Magazines, a unit of Hearst, one of the nation's largest diversified media, information and services companies. With 21 titles in the U.S., Hearst is the leading publisher of monthly magazines in terms of total paid circulation, and reaches 79.5 million readers and 68 million unique site visitors each month (comScore). Follow *Good Housekeeping* on Facebook, Instagram, Twitter, Pinterest and on the Inside the Institute blog and take a behind the scenes tour of the Institute. Follow Jane Francisco on Twitter and Instagram.

Press Contact:
Lauren Bishop
Alison Brod PR
laurenb@alisonbrodpr.com

Dara Schopp
Alison Brod PR
dara@alisonbrodpr.com

Carrie Carlson
Good Housekeeping PR
carriecarlson@hearst.com

Logo - http://photos.prnewswire.com/prnh/20130312/DA74245LOGO
Logo - http://photos.prnewswire.com/prnh/20160620/381518LOGO

SOURCE RetailMeNot

---

https://retailmenot.mediaroom.com/2016-07-25-RetailMeNot-Earns-The-Good-Housekeeping-Seal