

RetailMeNot Launches New Brand Campaign: Yours for the Saving™

Campaign encourages people to think about the brand as a destination for savings

AUSTIN, Texas, Aug. 8, 2016 /PRNewswire/ -- RetailMeNot, Inc., a leading digital savings destination connecting consumers with retailers, restaurants and brands, both online and in-store (www.retailmenot.com), today announced the launch of its new brand campaign "Yours for the Saving" to let consumers know that price should never come between them and the things they want. RetailMeNot shows it can bring the two together through the power of savings.



With the launch of the campaign, RetailMeNot aims to position itself as the ultimate savings destination. The campaign follows on the heels of the introduction of several new savings vehicles, starting with digital rebates in 2015 followed by discounted gift cards and expanded food and dining content in 2016.

"Consumers today are very savvy about spending smartly. The strategy behind the new campaign conveys that, with RetailMeNot, consumers can be confident in the purchases they make either online or in-store," said Marissa Tarleton, CMO, North America. "RetailMeNot provides the incentive that helps consumers buy the things that they love and need."

The campaign, designed by brand agency Y&R New York to be witty and endearing in tone, focuses on familiar scenarios that happen when price comes between people and what they want. In the first of two television ads, we see a series of abandoned goods in shopping carts in various scenarios, left unpurchased for a variety of cost-related reasons. "You know you want it, yet there it sits in your cart," says the voiceover. "Abandoned for price, a sale that never happened, or maybe a moral objection to paying shipping and whatever handling is." The second TV ad features a woman who is passing by a store window when she stops in her tracks to look at a purse. She is shocked and disappointed when she sees the price, and then realizes she has savings at her fingertips with the RetailMeNot app. As the voiceover says, "So you can love it. Not leave it."

The advertising features a number of large national retailers displayed on the RetailMeNot app, which recently was the first shopping app to earn the Good Housekeeping Seal.

"At RetailMeNot, we are advocates for retail," said Tarleton. "We believe that consumers should be able to make purchases confidently knowing that they've received the best price. And we help retailers drive conversion in the face of a shopper's uncertainty."

The integrated media campaign is from Quigley-Simpson of Los Angeles who developed the communication framework and strategy aimed to engage people in environments that help to empower and create a smarter, more confident shopper. The campaign execution is centered on making an impact during the back-to-school and holiday shopping seasons. In addition to the television advertising, the campaign will also have a heavy digital presence, both online and on mobile. RetailMeNot will have a strong in-mall presence, as well, with banner advertising in 70 malls across the U.S. that will help shoppers "go from window shopping to in-store saving."

Watch the ads by visiting www.youtube.com/retailmenot.

About RetailMeNot, Inc.

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 June 30, 2016, RetailMeNot, Inc. experienced over 688 million visits to its websites. It also averaged 18.8 million mobile unique visitors per month during the three months ended June 30, 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>.

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