Introducing RetailMeNot Genie™, a Browser Extension That Makes Shopping and Saving Easy

· Available on Chrome, Genie instantly applies the best RetailMeNot codes and Cash Back Offers for consumers

· For the nearly 200 retailers involved, Genie influences shoppers at checkout and encourages cart conversion

AUSTIN, Texas, Nov. 8, 2017 /PRNewswire/ -- RetailMeNot, Inc. today announced the public launch of RetailMeNot Genie™, a free Chrome browser extension that seamlessly applies RetailMeNot's best codes and Cash Back Offers at checkout on a retailer's website.



How Does It Work?
Genie tests applicable discounts and combines promotional codes with Cash Back Offers when available to give consumers the best possible savings. This means consumers will never miss a deal, and can earn up to $30 cash back in just one click.

"We know how important ease of use is to consumers as they're shopping online," said Marissa Tarleton, CMO, RetailMeNot. "RetailMeNot Genie™ is our answer to facilitate a seamless savings experience, helping consumers easily save and retailers prevent shopping cart abandonment."

Following a beta launch in August 2017, Genie now identifies deals and Cash Back Offers for nearly 200 participating retailers, brands and restaurants including Macy's, Forever 21, and Papa John's.

A Sleigh Full of Savings
Nearly 70 percent of consumers surveyed by RetailMeNot plan to shop during the upcoming Black Friday to Cyber Monday weekend, and the greatest way for retailers to incentivize purchases in this busy season is with strong promotional activity.

"Nearly half of consumers told us the deals they find influence where they shop," Tarleton said. "With Genie, our retail partners can influence shoppers at checkout and are able to reach a younger demographic intent on saving money without much effort on their part."

As retailers look to the home stretch of the holiday season, they should consider partnering with RetailMeNot Genie. The extension will be expanding to other browsers beyond Chrome soon, and more retailers are adding their name to the list daily.

For more information, visit https://www.retailmenot.com/genie/ or email hello@rmn.com to learn how to work with us.

About RetailMeNot, Inc.
RetailMeNot, Inc. (https://www.retailmenot.com/corp/) is a leading 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. RetailMeNot, Inc. estimates that approximately $4.4

billion in retailer sales were attributable to consumer transactions from paid digital offers in its marketplace in 2016, 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; ma-reduc.com and Poulpeo.com in France; and GiftCardZen.com and Deals2Buy.com in North America. As wholly owned subsidiaries of Harland Clarke Holdings, RetailMeNot and Valassis, a leader in intelligent media delivery, are partnering to connect retailers and consumers through meaningful digital, mobile and print promotions both online and in store.

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