RetailMeNot, Inc. Partners With Boys & Girls Clubs of America to Give the Gift of a Great Future to America's Youth

AUSTIN, Texas, December 10, 2013 — RetailMeNot, Inc., (NASDAQ: SALE), the operator of the world's largest digital coupon marketplace, is proud to announce its partnership with Boys & Girls Clubs of America (BGCA) to give the gift of a great future to America's youth. This holiday season, RetailMeNot is the exclusive sponsor of BGCA's Kids Give Back Holiday Contest, which rounds out a year of supporting deserving Clubs across the country.

More than 4,000 Boys & Girls Clubs across the United States serve approximately 4 million youth annually through Club membership and community outreach. These young people are receiving the support and guidance they need to build better futures for themselves and the communities in which they live.

The BGCA Kids Give Back Contest, sponsored by RetailMeNot, was launched Nov. 5, allowing participating Clubs to submit stories of how they gave back to their communities in 2013. The finalists have been posted to GreatFutures.org/Give and voting is now open to the general public until Dec. 12. The top two Clubs with the most votes will be announced Dec. 16 and will be awarded cash prizes.

"RetailMeNot has a philanthropic mission to create brighter futures for children and families in need, and Boys & Girls Clubs of America truly epitomizes this mission," said Jill Balis, senior vice president of marketing, RetailMeNot, Inc. "Every child deserves a great future, but millions of kids will never get that chance. We're extremely proud to be partnering with Boys & Girls Clubs of America to provide kids with the support they need to thrive despite these difficult circumstances."

In addition to sponsoring the Kids Give Back Contest, during the past year RetailMeNot has also chosen Clubs across America to be recipients of all-expense-paid $15,000 shopping sprees. Held at community Costco stores, these Clubs were able to shop for supplies needed for their facilities and/or great charity auction items. RetailMeNot plans to continue the shopping sprees for deserving Clubs in 2014.

"Research shows that giving and volunteering help develop good character in children. RetailMeNot's involvement with Clubs is helping to foster the spirit of community giving in our kids," said Jim Clark, president and CEO of BGCA. "Through the Kids Give Back Contest, we are excited to showcase the commitment of Boys & Girls Club kids to giving back."

About Boys & Girls Clubs of America
For more than 100 years, Boys & Girls Clubs of America (GreatFutures.org) has enabled young people most in need to achieve Great Futures as productive, caring, responsible citizens. Today, more than 4,000 Clubs serve some 4 million young people annually through Club membership and community outreach. Clubs are located in cities, towns, public housing and on Native lands throughout the country, and serve military families in BGCA-affiliated Youth Centers on U.S. military installations worldwide. They provide a safe place, caring adult mentors, fun, friendship, and high-impact youth development programs on a daily basis during the critical non-school hours. Priority programs emphasize academic success, good character and citizenship, and healthy lifestyles. In a Harris Survey of alumni, 57 percent said the Club saved their lives. National headquarters are located in Atlanta. Learn more at http://www.bgca.org/facebook and http://bgca.org/twitter.

About RetailMeNot, Inc.
RetailMeNot, Inc. (www.retailmenot.com/corp/) operates the world's largest digital coupon marketplace. The company enables consumers across the globe seeking to save money to find hundreds of thousands of digital coupons from retailers. RetailMeNot, Inc. experienced more than 500 million visits to its websites in the last 12 months. The RetailMeNot, Inc. portfolio includes www.RetailMeNot.com, the largest digital coupon marketplace in the United States;www.RetailMeNot.ca in Canada; www.VoucherCodes.co.uk, the largest digital coupon marketplace in the United Kingdom;www.Deals.com in Germany; www.Actiepagina.nl, a leading digital coupon site in the Netherlands; Bons-de-Reduction.com andwww.Ma-Reduc.com, leading digital coupon sites in France; www.Poulpeo.com, a leading digital coupon site with cash back in France; and www.Deals2Buy.com, a leading discount offer site in North America. RetailMeNot, Inc. went public in July 2013 and 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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Media Contact

RetailMeNot PR Department
Media Inquiries:
+1 512 777 2957
media@rmn.com
