RetailMeNot, Inc. Appoints General Managers for France and the Netherlands

July 29th, London, UK – RetailMeNot, Inc, which operates the world's largest marketplace for digital offers, today announces the appointment of Anne-Marie Schwab as new General Manager and Vice President for RetailMeNot France (http://www.retailmenot.fr/), and Mike Lester as General Manager and Vice President for the Netherlands, which operates Actiepagina.nl.

RetailMeNot, Inc. (NASDAQ: SALE) is present in six markets across the globe, including the United States, Canada, United Kingdom, France, Germany and the Netherlands. By March 31, 2014, the company experienced more than 590 million visits in the past 12 month. By June 30, 2014, RetailMeNot's digital offers apps have been downloaded worldwide over 18.5 million times. The company provides consumers more than 600,000 offers from more than 70,000 retailers and brands.

In France, Anne-Marie Schwab will oversee and develop the strategy of the local branch and accelerate the growth of the online, mobile and in-store offerings. RetailMeNot is market leader in France where it operates cash-back service Poulpeo.com and digital offer sites Bons-de-Reduction.com and ma-Reduc.com.

With a proven track record in retail and omni-channel commerce, Anne-Marie joins RetailMeNot after serving as the Marketing Director for the French lingerie specialist Princesse tam.tam, part of the Japanese group Fast Retailing Company, LTD. During her 25-year professional career, Anne-Marie has held a number of senior roles including Marketing Manager for the UK, Ireland and France at Gillette (Procter & Gamble); Marketing Director at Habitat; Director of Strategic Marketing at Galeries Lafayette; as well as Brand Director at the French mail order specialist 3Suisses. Anne-Marie received her masters in business administration from Institut Supérieur de Gestion in Paris, France.

In the Netherlands, Mike Lester, who will continue to serve as VP of Finance Europe at RetailMeNot, will also assume the role of General Manager of RetailMeNot Netherlands where he will lead the Dutch operation Actiepagina.nl. Mike joined RetailMeNot in January 2012, initially to run the finance function for the UK brand Vouchercodes.co.uk. Following the companies' rapid growth across Europe, he then took responsibility for the same function across the EU business.

Prior to RetailMeNot, Mike spent 8 years as a group finance director at PRCo Ltd, an international public relations agency specializing in luxury travel and property. Previously, Mike qualified as a chartered accountant with KPMG and also spent two years working in mergers & acquisitions with Deutsche Bank. He is a member of the ICAEW and holds a BA from Manchester University.

Giulio Montemagno, Senior Vice President, RetailMeNot, Inc. commented: *"I'm delighted to welcome them both to their respective positions and I have every confidence that they will take the French and the Dutch operations to the next level in their successful journey. Anne-Marie brings a wealth of experience in multi-channel retail and marketing both from an operational and a strategic point of view to the French business, while Mike's in-depth industry knowledge and financial understanding will be an invaluable asset for our Dutch property*.

"They both have the right blend of skills and experience to help lead the strategic development and growth, and their expertise will be precious as we continue to expand globally and consolidate our position as the world's largest digital coupon marketplace. I wish them continued success in their new roles."

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About RetailMeNot, Inc.
RetailMeNot, Inc. (www.retailmenot.com/corp/) operates the world's largest marketplace for digital offers. The company enables

consumers across the globe to find hundreds of thousands of digital offers from their favorite retailers and brands. During the 12 months ended March 31, 2014, RetailMeNot, Inc. experienced more than 590 million visits to its websites. In 2013, RetailMeNot estimates $3.5 billion in its paid retailer sales were attributable to consumer traffic from digital offers in its marketplace. Its mobile apps have been downloaded over 18.5 million times. The RetailMeNot, Inc. portfolio includes http://www.RetailMeNot.com, the largest digital offer marketplace in the United States; http://www.RetailMeNot.ca in Canada; www.VoucherCodes.co.uk, the largest digital offer marketplace in the United Kingdom; www.Deals.com in Germany; www.Actiepagina.nl, a leading digital offer site in the Netherlands; Bons-de-Reduction.com and www.Ma-Reduc.com, leading digital offer sites in France; www.Poulpeo.com, a leading digital offer site with cash back in France; and www.Deals2Buy.com, a leading digital offer site 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/.

Be sure to "like" RetailMeNot, Inc. on Facebook and follow the company via Twitter @retailmenotinc. 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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