RetailMeNot Acquires New York City-based Pickie, a Curated Digital Catalog Website and iPad App

April 15, 2014, Austin, TX — RetailMeNot, Inc. (www.retailmenot.com/corp), the world's largest digital coupon marketplace, today announced that it has acquired NYC-based Pickie (www.pickie.com), a free, personalized shopping magazine for fashion, beauty & home.

“We’re really pleased to welcome Pickie to RetailMeNot’s product organization. We continue to believe that acquisitions of strong talent can help strategically accelerate our desktop, mobile and in-store initiatives,” said Steven Pho, Senior Vice President of Corporate Development, RetailMeNot, Inc. “We believe that the skills that went into the creation of the Pickie app, when integrated with the scalability of RetailMeNot’s technology, can be a significant match that will aid our company’s future growth.”

RetailMeNot will discontinue service of the Pickie app and select staff from Pickie will relocate from New York City to RetailMeNot’s global headquarters in Austin, Texas. Terms of the acquisition will not be disclosed.

About RetailMeNot, Inc.

RetailMeNot, Inc. (www.retailmenot.com/corp/) operates the world's largest digital coupon marketplace. The company enables consumers across the globe to find hundreds of thousands of digital coupons from retailers and brands. In 2013, RetailMeNot, Inc. experienced more than 560 million visits to its websites and estimates that $3.5 billion in paid retailer sales were attributable to consumer traffic from digital coupons in its marketplace. Its mobile apps have been downloaded nearly 14 million times. 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 and www.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. 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.

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