

Digital Offers on Your Wrist: The RetailMeNot App Featured on Samsung's New Gear S

Austin, TX, November 7, 2014 — RetailMeNot (www.retailmenot.com/mobile), the largest digital offers destination in the United States, today announced that the free RetailMeNot app would be the exclusive digital offers app featured on the new Samsung Gear S smartwatch (<http://www.samsung.com/global/microsite/gears/>) that will go to market later this month.

This is the first time the RetailMeNot app has been integrated into a touch-screen wearable device.

The Samsung Gear S smartwatch is designed with an elegant curved display for a comfortable fit. The wearable includes a customizable screen clock and changeable straps that help owners express their style. The seamless user interface allows easy access to information and notifications, including alerts from RetailMeNot on how to spend less while shopping.

RetailMeNot app users are tethered via their Gear S to their Samsung smartphone device via Bluetooth. The inclusion of the RetailMeNot app will enable shoppers to receive offers and reminders of when their saved coupons from online and in-store retailers are about to expire. By tapping on the RetailMeNot app icon on the Gear S, users can automatically display saved offers within a user's Samsung smartphone and wearable device.

"We're pleased to be the exclusive digital offers app and launch partner on the Samsung Gear S, and look forward to evolving our experience on wearable devices to help consumers shop smart and save," said Steven Pho, senior vice president of corporate development at RetailMeNot, Inc. "Millions of consumers use the RetailMeNot app every day, and our partnership with the Samsung Gear S enables us to provide our users a richer shopping experience."

About RetailMeNot.com

RetailMeNot.com (<http://www.retailmenot.com>) is a leading digital offers destination that helps consumers save money. Since November 2006, our users have shared hundreds of thousands of offers from retailers. These offers are voted on by users, ensuring that quality deals rise to the top and those that are expired drop down the list. RetailMeNot.com is operated by RetailMeNot, Inc., the world's largest marketplace for digital offers. Consumers can save more at their favorite stores by downloading the RetailMeNot App at <http://www.retailmenot.com/blog/rmn-whats-new.html>.

We're out to save the world (some money).™ Consumers can follow RetailMeNot on Facebook, Twitter, Pinterest and Google+ by visiting <http://www.retailmenot.com/corp/websites>.

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 September 30, 2014, RetailMeNot, Inc. experienced more than 655 million visits to its websites. RetailMeNot estimates \$3.5 billion in paid retailer sales in 2013 were attributable to consumer traffic from digital offers in its marketplace. The RetailMeNot, Inc. portfolio includes RetailMeNot.com, the largest digital offer marketplace in the United States; RetailMeNot.ca in Canada; VoucherCodes.co.uk, the largest digital offer marketplace in the United Kingdom; Deals.com in Germany; Actiepagina.nl, a leading digital offer site in the Netherlands; Bons-de-Reduction.com and Ma-Reduc.com, leading digital offer sites in France; Poulpeo.com, a leading digital offer site with cash back in France; and 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>.

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