



“Girls Trip” Star Tiffany Haddish to Headline Groupon’s Super Bowl Commercial

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Award-winning actress, best-selling author, comedian and Groupon superfan to serve as spokesperson for series of ads

CHICAGO--(BUSINESS WIRE)--Jan. 15, 2018-- “Girls Trip” star Tiffany Haddish ([@TiffanyHaddish](#)), named one of 2017’s biggest breakout stars and the funniest person alive right now, is the new spokesperson for a series of [Groupon](#) (NASDAQ:GRPN) ads, including the company’s [upcoming Super Bowl commercial](#). She announced the news today via the [Groupon YouTube channel](#). Haddish, who recently made history as the first black female stand-up comedian to host *Saturday Night Live*, will combine her sense of humor and love of Groupon to show people why it makes sense to use Groupon every day to save money and support small businesses.

This press release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20180115005342/en/>



“We’re thrilled to have one of the hottest names in entertainment as our new spokesperson,” said Groupon’s Chief Marketing Officer Vinayak Hegde. “Tiffany’s award-winning talent and well-known passion for our brand make her the perfect choice to serve as the face of Groupon.”

Groupon and Haddish are no strangers to each other. Tiffany ranks in the top one percent of most frequent Groupon purchasers and has literally saved thousands of dollars as a Groupon customer.* She’s also been a strong Groupon advocate with her fellow celebrities and co-stars, taking a Hollywood A-list couple on a swamp tour experience while filming “Girls Trip” in Louisiana. Tiffany described the adventure on a recent appearance on *Jimmy Kimmel Live*, which can be seen on the show’s official [YouTube channel](#).

“Nobody knows Groupon like I know Groupon. I’ve been speaking out for them for years,” said Haddish. “In fact, I should

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have already been their spokesperson. I’ve invested lots of money into buying Groupon deals, and it’s about time I got an even bigger return on my investment than just saving money at my favorite local businesses.”

Groupon’s Super Bowl commercial will air on Feb. 4 during the fourth quarter of the game. [O’Keefe Reinhard & Paul](#) will handle the creative for the 30-second spot airing during the big game.

To help celebrate its first Super Bowl commercial in seven years, Groupon is getting ready for the big game with a collection of deals on stuff you need to throw an amazing game watch party, top things to do in your neighborhood, relaxing salon and spa packages and mouth-watering restaurant deals. In addition, Tiffany has picked out some of her favorite Groupon categories to share with users. To view the full collection, please visit <https://www.groupon.com/occasion/tiffany-haddish>.

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*Your actual savings will depend on how much you use Groupon and the particular deals you select.

About Tiffany Haddish

Tiffany Haddish is quickly establishing herself as one of the most sought-after comedic talents in television and film. Haddish was recently seen starring in Universal’s *Girls Trip* alongside Jada Pinkett Smith, Queen Latifah and Regina Hall. *Girls Trip* had the highest opening for an R-rated comedy in the past two years and [VanityFair.com](#) called Haddish “the funniest woman alive.” She will next be seen starring alongside Tracy Morgan in the new TBS show, *The Last O.G.* and recently wrapped production alongside Kevin Hart for Universal’s *Night School*. She most recently released her memoir “The Last Black Unicorn,” which made the *New York Times* best-seller list. Additionally, Haddish is breaking barriers and became the first black female stand-up comedian to host *Saturday Night Live*, which she did this November, coming off the success of 2017 and *Girls Trip*. Upcoming projects she is currently developing include *Limited Partners* for Paramount which she will executive produce and star in and *The Temp* for Universal which she will star and serve as executive producer on as well.

About Groupon

Groupon (NASDAQ: GRPN) is building the daily habit in local commerce, offering a vast mobile and online marketplace where people discover and save on amazing things to do, see, eat and buy. By enabling real-time commerce across local businesses, travel destinations, consumer products and

live events, shoppers can find the best a city has to offer.

Groupon is redefining how small businesses attract and retain customers by providing them with customizable and scalable marketing tools and services to profitably grow their businesses.

To download Groupon's top-rated mobile apps, visit www.groupon.com/mobile. To search for great deals or subscribe to Groupon emails, visit www.groupon.com. To learn more about the company's merchant solutions and how to work with Groupon, visit www.groupon.com/merchant.

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