



Back to School: Groupon's Free Student Discount Program Helps College Students Afford More Experiences

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Students now qualify for an extra 25 percent off on all local deals

CHICAGO--(BUSINESS WIRE)--Aug. 28, 2018-- [Groupon](#) (NASDAQ: GRPN), which has sold over 100 million local experiences in the past 10 years, today announced the official launch of a free-to-enroll [discount program](#) aimed at helping college students afford more fun while they're in school. Participants who sign up qualify for an extra 25 percent off for the first six months on all local deals—including tickets to group experiences such as concerts, sporting events and cultural attractions, date night activities, spa and beauty treatments, health and fitness deals, food and drink offers and more. After the initial six months, enrollees receive 15 percent off all local deals as long as they remain a student.*

"It's never too early to start saving money on the things you do every day. This program is an exciting tool for us to acquire new Groupon users and turn them into long-term customers," said Paul Koura, director of affiliate and student marketing, Groupon. "The initial results have been very encouraging, and we've seen a huge shift amongst students towards our local experiences category, which wasn't entirely surprising with a digitally native audience looking for the next great moment to share on social media."

Forty percent of 18-24-year-olds—more than 12 million people—in the United States are enrolled at a college or university, providing Groupon with a large and addressable audience for the program.** College students of any age who are interested in signing up for free can visit <https://www.groupon.com/programs/student>.

*Certain terms and restrictions apply. Please visit <https://www.groupon.com/programs/student/termsandconditions> for full details

**<https://nces.ed.gov/fastfacts/display.asp?id=372>

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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