



Groupon Now!™ Serves Lunch Nationwide for \$1– November 18th Only

CHICAGO--(BUSINESS WIRE)-- Groupon Now!™ (<http://www.groupon.com/now>) partners with Feeding America, the nation's largest organization dedicated to fighting domestic hunger through a network of food banks, to kick off the weekend this Friday, November 18 with \$1 Lunch Day. This is the largest Groupon Now! promotion to date, featuring \$1 lunch deals from thousands of the best merchants across all 25 Groupon Now! markets.

Beginning around 9 a.m. local time November 18, all 25 Groupon Now! markets will feature thousands of \$1 lunch offers showcasing the best midday dining options in every city. From sushi, wraps and pizza to five-star restaurants, burger joints and bakeries, customers can find \$1 deals from their favorite spots across town or spend their lunch hour discovering different eateries.

"We've been privileged to work with thousands of great merchants to bring deals to millions of Groupon Now! users since we launched just six months ago," said Dan Roarty, VP, Groupon Now! "We're excited to kick off the holiday season with this fun-filled promotion to thank our customers and merchants alike and provide much needed relief to families in need in the coming weeks."

Unlike traditional Groupon deals that are purchased for future use, Groupon Now! deals are redeemed immediately and good for that day only*. It's easy to explore \$1 lunch options and the site's everyday collection of real-time deals, including places to pamper, have fun or go shopping; just check out Groupon's mobile app or visit <http://www.groupon.com/now>. Merchants use Groupon Now! to attract extra customers in the hours they need them most, managing the flow of business in real time.

\$1 Now! Lunch Day will be available to subscribers across the 25 North American Groupon Now! markets including Boston, Chicago, Los Angeles, New York City, Portland and Toronto. In partnership with Feeding America, a portion of the proceeds from \$1 Lunch Day will help provide half-a-million meals to families in need. Customers already using the Groupon app can download the updated version for full access to Groupon Now! To download the free Groupon app featuring Groupon Now!, visit the iPhone App Store or the Android Marketplace. For more information on Groupon's mobile services, visit www.groupon.com/mobile.

**\$1 Now! Lunch Deals is a one-time promotion and does not represent the pricing of regular Groupon Now! deals, which are discounted but priced at various dollar amounts.*

About Groupon:

Groupon, launched in November 2008 in Chicago, features a daily deal on the best stuff to do, eat, see and buy in 45 countries around the world. Groupon uses collective buying power to offer huge discounts and provide a win-win for business and consumers, delivering more than 1,000 daily deals globally. To subscribe for the best deals in your city, visit <http://www.groupon.com>. To learn how to become a featured business, visit <http://www.grouponworks.com>.

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