



NEWS RELEASE

Coupons.com And The Breast Cancer Research Foundation Launch Partnership To Help Find A Cure

Shoppers Can Help Coupons.com Fund One Year's Worth of Breast Cancer Research Hours This Mother's Day Season

MOUNTAIN VIEW, Calif., May 1, 2015 /PRNewswire/ -- **Coupons.com** Incorporated (NYSE:COUP), a leader in digital coupons, and the **Breast Cancer Research Foundation** (BCRF) today launched a partnership in time for Mother's Day to support breast cancer research worldwide. Through the Coupons for Change initiative, Coupons.com and BCRF are encouraging and empowering people everywhere to help reach the goal of funding one year's worth of breast cancer research hours – that's 2,087 hours of research time. Every hour of research that is funded can improve outcomes and ultimately save lives.

Throughout the month of May, shoppers will have access to qualified offers housed on a dedicated section of the Coupons.com site, www.coupons.com/BCRF. When shoppers use these offers to save, Coupons.com will donate 10 percent of the pre-tax transaction price to BCRF to help fund the critical breast cancer research needed to find a cure – totaling up to \$104,350 (2,087 hours at \$50/hour).

"We admire the passion and dedication that BCRF continues to demonstrate in their endeavors to find a cure for breast cancer and are thrilled to launch a partnership with them," said Michele Boal, Co- Founder and Chief Philanthropy Officer of Coupons.com. "Breast cancer is something that has touched too many people's lives – whether it's a personal battle, or one fought by a loved one. Mother's Day is a time we look to honor and protect the women in our lives, and through this partnership we are making it possible for everyone to support and continue a mission to end breast cancer together."

Since its inception, BCRF has raised more than \$550 million with the goal of accelerating breakthroughs that

bring the world closer to a cure. BCRF research has transformed the understanding of a disease that knows no boundaries, and has helped speed up the process that will improve survivorship and quality of life for breast cancer patients.

Through this partnership, shoppers will have access to offers from retailers already top-of-mind during the Mother's Day shopping season, including Macy's, Gap, Sephora and Kohl's, among many others. Through the technology and network of Coupons.com, people everywhere can be part of the solution to find a cure simply by shopping and saving.

"Every two minutes a woman is diagnosed with breast cancer in the U.S. Through our invaluable partnership with Coupons.com, we are able to reach more and more people who can help us change the statistics on breast cancer and save lives," said Myra Biblowit, CEO and President of the Breast Cancer Research Foundation. "Every hour of research that is funded helps shape outcomes for millions of women and men around the world."

This initiative between Coupons.com and BCRF will be the first of many between the two companies, as they work together to help prevent and ultimately cure breast cancer.

For more information about Coupons.com, please visit www.coupons.com. For more information on BCRF, please visit www.bcrfcure.org.

About Coupons.com Incorporated

Coupons.com Incorporated (NYSE: COUP) is a leading digital promotion and media platform that connects brands, retailers and consumers. We distribute digital coupons and media through a variety of products, including: **digital printable coupons**, **digital paperless coupons**, **coupon codes**, and **card linked offers**. We operate Coupons.com **Retailer iQ™**, a mobile-first, real-time digital coupon platform that connects directly into a retailer's point-of-sale system and provides targeting and analytics for manufacturers and retailers. We also power digital coupon initiatives in online marketing campaigns -- including display and video advertising. Our distribution network includes our flagship site, **Coupons.com**, approximately 30,000 third-party publishers, as well as our mobile applications, Coupons.com, the **Coupons.com App for the Apple Watch**, **Grocery iQ**, and those of our many partners. Clients include hundreds of consumer packaged goods companies, such as Clorox, Procter & Gamble, General Mills and Kellogg's, as well as top retailers like Albertsons-Safeway, CVS, Dollar General, Kroger, and Walgreens. Founded in 1998, Coupons.com is based in Mountain View, Calif., and is bringing the multi-billion dollar offline promotions industry into the digital world. For more information on the company, please visit www.couponsinc.com, or to start saving money, please visit our consumer site at **Coupons.com** and follow us on Twitter at **@Coupons**.

About the Breast Cancer Research Foundation

The Breast Cancer Research Foundation (BCRF) advances the world's most promising research to eradicate breast cancer. Founded by Evelyn H. Lauder in 1993, BCRF has raised more than \$550 million to fuel discoveries in tumor biology, genetics, prevention, treatment, survivorship and metastasis, making it one of the largest non-governmental funders of breast cancer research in the world. This year, BCRF is investing \$58.6 million in research, to support 226 researchers at leading medical institutions across six continents, including \$11.6 million to the international Evelyn H. Lauder Founder's Fund focused on metastasis. By spending 91 cents of every dollar on research and public awareness programs, BCRF remains one of the nation's most fiscally responsible nonprofits. BCRF is the only breast cancer organization with an "A+" from CharityWatch, and has been awarded Charity Navigator's highest rating of four stars 13 times since 2002. For more information, please visit: www.bcrfcure.org

Photo: <http://photos.prnewswire.com/prnh/20150501/213200>

Logo - <http://photos.prnewswire.com/prnh/20141016/152630LOGO>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/couponscom-and-the-breast-cancer-research-foundation-launch-partnership-to-help-find-a-cure-300075725.html>

SOURCE Coupons.com Incorporated

Tessa Chen, Coupons.com, Communications Manager, 650-396-8821, press@couponsinc.com, Caitlin Teahan, M Booth on behalf of Coupons.com, Public Relations, 212-539-3242, coupons@mbooth.com