



NEWS RELEASE

Looking to Sleep Off St. Patrick's Day? You're in Good Company

Sales of sleep aids spike leading up to and immediately after the festivities, according to Quotient Technology

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- As the country gets ready to celebrate St. Patrick's Day this coming Saturday, shopper data from **Quotient Technology Inc.** (NYSE: QUOT) reveals celebrants, and non-celebrants, are already looking to sleep off the experience as sales of over-the-counter sleep aids almost spike 10% during the week leading up to and after the holiday¹.

This press release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20180315005489/en/>

(Graphic: Business Wire)

"It's a holiday of festivities, drinking and all-nighters," said Jeanette Pavini, a consumer savings expert for Quotient's leading consumer savings app, **Coupons.com**. "While most people love a good night out, the country has prepared itself to sleep off their experience and try and get a good night's rest."

So where are folks looking to sleep it off the most? Here are cities where people stocked up the most on sleep aids the week before St. Patrick's Day:

- Miami and Fort Lauderdale: up 18%
- Baton Rouge: up 18%
- New Orleans: up 12%
- Chicago: up 12%
- New York City: the city that never sleeps finally needs some rest, up 10%

And the cities where people just don't need help getting a good rest:

- Santa Barbara: down 52%
- Palm Springs: down 25%
- Oklahoma City: down 23%
- Los Angeles: down 15%
- Dallas-Ft Worth: down 7%
- Houston: down 5%

Other times of the year when sales of sleep aids spike include the week following New Years, the first week of September (Back to School), and the week after Thanksgiving.

About Quotient Technology Inc.

Quotient Technology Inc. (NYSE: QUOT) is a leading digital promotions, media and analytics company that delivers personalized digital coupons and ads—informed by proprietary shopper and online engagement data—to millions of shoppers daily. Our core platform, **Quotient Retailer iQ™**, connects to a retailer's point-of-sale system and provides targeting and analytics for consumer packaged goods (CPGs) brands and retailers. Retailer iQ powers savings programs that reach about half of all U.S. households. Our distribution network also includes our Coupons.com app and website, thousands of publishing partners and, in Europe, the Shopmium mobile app. We also operate **Crisp Mobile**, which creates mobile ads aimed at shoppers. We serve hundreds of CPGs, such as Clorox, Procter & Gamble, General Mills and Kellogg's, and retailers like Albertsons Companies, CVS, Dollar General, Kroger and Walgreens. Founded in 1998, Quotient is based in Mountain View, California, and has offices across the U.S., in Bangalore, India; Paris and London. Learn more at Quotient.com, and follow us on Twitter [@Quotient](https://twitter.com/Quotient).

Quotient, Quotient Retailer iQ, QMX and Shopmium are trademarks of Quotient Technology Inc. All other marks are owned by their respective owners.

1 Metrics, derived from purchase data from retail partners nationwide for the week leading up to 3/17/2017, are compared to the weekly run rate for 2017. Category includes brands such as Tylenol PM, Advil PM, Excedrin PM, et al.

View source version on businesswire.com:

<http://www.businesswire.com/news/home/20180315005489/en/>

Source: Quotient Technology Inc.

Quotient Technology Inc.

Tessa Chen, 650-396-8821

Sr. Communications Manager

press@quotient.com