



NEWS RELEASE

Coupons.com Reveals America's 25 Most Frugal Cities

America's Top 10 Most Frugal Cities. (C)2015 Coupons.com Incorporated. The Coupons.com logo is a trademark of Coupons.com Incorporated.

MOUNTAIN VIEW, Calif., May 11, 2015 /PRNewswire/ -- Residents of San Francisco are known for being tech-savvy entrepreneurs, but according to the newly released 2014 Most Frugal Cities list from **Coupons.com** (NYSE: **COUP**), they are also the savviest coupon users in the nation. According to the Coupons.com Savings Index¹, shoppers across the U.S. saved more than \$2 billion on groceries and household goods by using more than 1.6 billion coupons.

San Francisco topped last year's winner, Orlando, and snagged the number one spot – previously number 14 on the list – with more than \$56.6 million in savings from Coupons.com. Washington D.C. (#2) surpassed both Orlando (#3) and Tampa (#4), with Charlotte (#5) and Atlanta (#6) staying in their respective spots from 2013. Nashville came in at (#7) with Cleveland (#8), Denver (#9) and Virginia (#10) rounding out the top 10 metros that saved the most.

"The top 10 frugal cities collectively saved more than \$252 million by using Coupons.com, which demonstrates the powerful savings coupons can offer shoppers who are looking for ways to be financially smart," said Jeanette Pavini, Coupons.com Savings Expert. "Perhaps the biggest surprise of this year's list is San Francisco – known for wealthy tech entrepreneurs and off-the-chart housing prices – as being the capital of couponing. We also saw that San Franciscans were three times more likely to use coupons than residents from other U.S. metros."

America's 25 Most Frugal Cities are San Francisco (#1), Washington D.C. (#2), Orlando (#3), Tampa (#4), Charlotte (#5), Atlanta (#6), Nashville (#7), Cleveland (#8), Denver (#9), Virginia Beach (#10), Kansas City

(#11), Raleigh (#12), Las Vegas (#13), Philadelphia (#14), Dallas (#15), Indianapolis (#16), St. Louis (#17), Phoenix (#18), Columbus (#19), Boston (#20), Cincinnati (#21), Providence (#22), Milwaukee (#23), Chicago (#24), and Pittsburgh (#25).

For more information about the Coupons.com Savings Index, please email press@couponsinc.com or to start saving, visit <http://www.coupons.com>.

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. Investors interested in learning more about the Company can visit <http://www.couponsinc.com> and follow us on Twitter at [@couponsinc](https://twitter.com/couponsinc).

1Coupons.com's "Most Frugal Cities" list is developed using the Coupons.com Savings Index, the total possible savings and coupon transactions of frequent coupons users in metro areas across the U.S. from January 2014-December 2014. Frequent coupons users are defined as people who use at least one coupon per month for 6 months - consecutive or non-consecutive. Cities are ranked by metro with a total population of 1.5 million (determined by the 2010 US Census) or more with overall savings determined by both population and savings per person in each metro area. Coupons 'used' refers to coupons that are downloaded and/or printed by people/consumers using Coupons.com.

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