



NEWS RELEASE

Quotient Completes Acquisition of Crisp Media

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- **Quotient Technology Inc.** (NYSE:QUOT), a leading digital promotions, media and analytics company that connects brands, retailers and shoppers, today announced that it has completed its acquisition of mobile marketing and advertising company **Crisp Media, Inc.**, which does business as Crisp Mobile.

The deal was announced on May 2, 2017. Details can be found on the original **press release**. Crisp Mobile's **platform** seamlessly links data, personalized creative messages and analytics to drive in-store sales at specific retailers through interactive mobile advertising. Crisp's advanced technology platform, combined with Quotient's existing promotions and media offerings, better positions the combined company to take advantage of what's expected to become a \$19.0 billion shopper marketing market by 2020.1

For more information on Crisp Mobile, watch an introduction **video** and read about its mobile ads on Quotient's **blog**.

About Quotient Technology Inc.

Quotient Technology Inc. (NYSE: QUOT) is a leading digital promotion, media and analytics company that connects brands, retailers and consumers. We distribute digital coupons and media through a variety of products, including digital paperless coupons, digital printable coupons, coupon codes and card-linked offers. We operate Quotient Retailer iQ™, a real-time digital coupon platform that connects into a retailer's point-of-sale system and provides targeting and analytics for manufacturers and retailers. Our distribution network includes our flagship app and site, Coupons.com, as well as Grocery iQ™, our thousands of publisher partners and, in Europe, the Shopmium mobile app. We serve hundreds of consumer packaged goods companies, such as Clorox, Procter & Gamble, General Mills and Kellogg's, as well as top retailers like Albertsons Companies, CVS, Dollar General, Kroger and Walgreens. Founded in 1998, Quotient is based in Mountain View, Calif. Learn more at **Quotient.com**, and follow us on Twitter **@Quotient**.

About Crisp Mobile

Crisp has over 15 years experience in delivering marketer content via mobile devices. Crisp's exclusive focus on the retail and CPG markets means that only Crisp has both the deep vertical knowledge and the proven ability to activate shoppers on the device they use most often: their mobile phones. Crisp provides the industry's first end-to-end mobile customer activation platform to deliver radically improved mobile experiences for shoppers and marketers alike. These unrivaled experiences, along with a proven ability to deliver results, have made Crisp a trusted partner to many of today's largest retail and CPG brands.

1 "U.S. Brand Activation Marketing Forecast (2016-2020): Key Findings Report." Association of National Advertisers and PQ Media, April 2016.

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