

Groupon SA launches iPhone, Android app

Groupon South Africa announced the launch of its official application for iPhone and Android smartphones and iPod touch yesterday, 1 November 2011. It joins a growing number of the company's markets worldwide that offer mobile app capabilities via mobile devices, including North America, Australia, Hong Kong, Germany, the UK and others. The mobile app group buying service has proved extremely successful in the European market.

The smartphone market in South Africa has more than doubled in number in the last year, with the number of devices in the market now around 6.5 million, according to data from various South African cellphone networks.

"South Africa really is a mobile-tech environment; we have limited access to internet compared to other countries, so most people access the internet through their phones. Groupon international now features Blackberry, iPhone and Android apps and, as these options become available in South Africa, it will start to have a real effect on the way consumers purchase," said Wayne Gosling, joint CEO of Groupon SA.

"The smartphone apps make it even easier for customers to get their daily Groupon fix," said Daniel Glasner, VP of Groupon Central Europe. "The apps allow shoppers to buy, manage and redeem Groupons while on the go, bringing the best of their city directly to their pockets, no matter where they are."

Both Guasco and Gosling believe that as mobile devices are no longer just about making phone calls or sending text messages, commenting, "Mobile apps may very well be the future for daily deals. The extent to which mobile devices and their applications have become an integral part of our daily lives (and the possibilities that this offers) can't be overlooked."

To download iPhone and iPod touch Groupon applications from the App Store, go to <http://itunes.apple.com/za/app/id352683833?mt=8> or search for the keyword 'Groupon' in the Android market.