

March 11, 2015

Eric Lefkowsky, CEO
Groupon

Via e-mail: eric@groupon.com

Dear Mr. Lefkowsky:

I am writing on behalf of PETA to urge you to establish a policy against promoting deals for circuses and other wild-animal exhibitors. *In particular, we ask that you immediately cancel Groupon's [promotions](#) of [UniverSoul Circus](#), in light of the fact that UniverSoul currently faces charges for abusing an elephant and given its history of animal-welfare issues.*

A UniverSoul representative and Larry Carden, the circus's elephant exhibitor, were [recently arrested](#) and [charged](#) with abusing an elephant after an animal-control officer reported witnessing Carden insert a [bullhook](#)—a sharp metal weapon resembling a fireplace poker—*into an elephant's sensitive mouth*, which is prohibited by Atlanta's law. The incident began when an elephant appeared terrified to go backstage after missing part of a trick—likely because elephants who don't perform on cue are routinely subjected to beatings backstage.

In addition, Mitchel Kalmanson, UniverSoul's big-cat exhibitor, was [recently cited](#) while on the road with UniverSoul *twice within just four months* for denying animals adequate space. A handler admitted to inspectors that the big cats were kept caged *24 hours a day, seven days a week, for the entire four to seven weeks that they were on the road and sometimes longer*—and the cages were too small for the cats even to make normal postural adjustments inside them. Kalmanson has also been fined for two tiger escapes that occurred during UniverSoul stints. And just last year, he was cited for leaving a perimeter fence gate open and unattended, allowing easy public access to the tigers.

Ringling Bros. [just announced](#) plans to phase elephants out of its shows, acknowledging that the public is turning away from shows that profit from the exploitation of animals. Yet Ringling will continue to abuse elephants, forcing them to travel the country and perform unnatural tricks for *three more years*. Until Ringling Bros., UniverSoul, and other circuses that exploit animals remove *all* animals from their shows, we ask that you refuse further promotions.

The majority of consumers no longer support the use of animals in circuses, and ending deals for circuses that use animals would send a clear message to your customers that Groupon won't stand for animal abuse. **May I please hear from you right away** that you will cancel Groupon's current deals with UniverSoul and consider enacting a policy against promoting such exhibitors in the future? I look forward to hearing from you. You can reach me at 202-540-2191 or BrittanyP@petaf.org.

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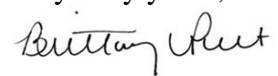
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PETA FOUNDATION IS AN
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TO SUPPORT ANIMAL PROTECTION.

AFFILIATES:

- PETA U.S.
- PETA Asia
- PETA India
- PETA France
- PETA Australia
- PETA Germany
- PETA Netherlands
- PETA Foundation (U.K.)

Very truly yours,

A handwritten signature in cursive script that reads "Brittany Peet".

Brittany Peet
Deputy Director
Captive Animal Law Enforcement