

Discount service Groupon launches China site

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(AP) -- U.S.-based website Groupon.com says it has launched a discount coupon site in China, hoping to capitalize on the world's most populous Internet market.

Groupon Inc.'s site, Gaopeng.com, is a partnership with China's Tencent.com, a popular website that offers entertainment, e-commerce and other services.

Groupon said the new site will offer its subscribers discounts on eating, shopping and entertainment in [Beijing](#) and Shanghai. It said plans call for expanding later to other major Chinese cities.

"The collaboration combines Groupon's global group-buying experience with Tencent's in-depth knowledge of Chinese online communities," the company said in a statement.

Groupon raised \$950 million from private investors in January, which it plans to use to fund its expansion.

China has more than 450 million people online but competition in its [Internet market](#) is intense. Global e-commerce services such as [eBay](#).com have struggled to gain a foothold against aggressive local rivals.

Investors in Gaopeng.com include Yunfeng Capital, founded by a group of Chinese business figures such as Jack Ma, chairman of Chinese online commerce giant Alibaba, [Groupon](#) said.

The company, founded by Andrew Mason in Chicago in November 2008, emails people coupons targeted to their location for restaurants, services such as yoga classes and other activities. A specific number of people must buy the coupon in order to activate it.

More information: Gaopeng (in Chinese):

<http://www.gaopeng.com>

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