

hoopla doopla .com

Hoopla Doopla, Inc.

Company Press Kit

All information and media in this
document can be found at

www.hoopladoopla.com/pr



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Company logos and founder portraits
can be found at

www.hoopladoopla.com/pr

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Web: www.hoopladoopla.com
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Phone: 516-658-7395

Facebook: www.facebook.com/hoopladoopla
Twitter: www.twitter.com/hoopladoopla
YouTube: www.youtube.com/hoopladooplainc

Hoopla Doopla is a Dover, Delaware Corporation

Company Fact Sheet

What is Hoopla Doopla?

Hoopla Doopla, Inc. is a leading bargain hunting website, providing coupon codes, discounts, daily deals and cash back from over 2000 online stores. We exist to provide a better overall online shopping experience, and to put money where it belongs - In people's pockets!

Company Background

- > Founded: September 2008
- > Launched: February 2009
- > Headquarters: Dover, Delaware
- > Founders: Frank DeBlasi, CEO; Tom Cangle, CTO

How Hoopla Doopla Works

Hoopla Doopla gets paid a marketing commission for each purchase made through its site by its members. More than half of that commission goes to the member, IN CASH! It's that simple. The amount earned is based on the net purchase amount, which excludes shipping and taxes. Hoopla Doopla members are paid by direct deposit via PayPal or by check.

The Hoopla Doopla Story

In September 2008, in the midst of a struggling economy, Hoopla Doopla founders Frank DeBlasi and Tom Cangle began planning out the concept for a web based money saving solution for online shoppers. A solution that would not only save people money, but would be intelligent in doing so. Two young, energetic entrepreneurs, Frank and Tom not only combined their thoughts in the idea behind Hoopla Doopla, but put their 15 plus years of knowledge and expertise to work in building the entire product themselves from the ground up.

Shortly after its initial launch in February 2009, Hoopla Doopla was featured nationwide on Fox News as a great way to save money shopping online. Since then, Hoopla Doopla has been featured on Fox Business, ABC, Kiplinger.com, CNBC.com and more, and has been regarded as one of the best online money-saving sites on the web by Financial Advisor Magazine.

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Products and Services

Cash Back Shopping

At Hoopla Doopla, we receive commissions on the sales from our members made through our website. We share these commissions we receive from our merchants with our members. This puts money in their pocket for every online purchase!

Coupon Codes

Hoopla Doopla is partnered with over 2000 online merchants. We provide the latest coupon codes and promotions from these merchants directly to our members.

Daily Deals

Many of our merchants provide the option of a daily deal on their site with a big, limited time money saving offer on a product or service. On Hoopla Doopla, we provide our members with a dedicated shopping page with links to all these merchants offers.

Exclusive Coupons

Some of our merchants provide us with “vanity” coupons codes to offer our members. These are exclusive codes, available only on Hoopla Doopla to our members.

Residual Income

At Hoopla Doopla, we turn online shoppers into revenue sharing partners in our business. Our members earn residual income through participation in our affiliate program. We pay our members 20% of the earnings of new customers they refer to us for the lifetime of their membership. Learn more at www.hoopladoopla.com/partners.php

Money Saving Tools

Our cash back shopping tool allows our members to never miss an opportunity to earn cash back when they shop online. Learn more at www.hoopladoopla.com/addons.

Cancer Fund Raising

Through our Shop for a Cure program, we allow our members to donate a portion of their cash back earnings to cancer research. Best of all? We match a percentage of it! Learn more at www.hoopladoopla.com/shopforacure.

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Founders Profile



Online Shopping Experts

Frank DeBlasi and Tom Cangle are the founders of www.hoopladoopla.com, one of the best online money-saving sites on the web. Frank and Tom are experts in the area of online shopping, and use their expertise to educate online consumers in the areas of bargain hunting, online shopping safety and more, providing them with a better overall shopping experience.

Meet Frank DeBlasi: Founder and CEO

Online Shopping Expert Frank DeBlasi has been featured on television networks such as Fox Business, Fox News, and ABC, as well as various magazines, news sites, blogs, and radio outlets. He uses his expertise to educate online consumers in the areas of bargain hunting, online shopping safety and more, providing them with a better overall online shopping experience.

Background - A veteran user experience designer and digital media professional, Frank is the individual behind building Hoopla Doopla's user friendly web interface. In addition, Frank established the relationships with all 2000+ merchants on the site.

Meet Tom Cangle: Founder and CTO

Tom Cangle knows how to stay safe when shopping online. Whether its online security or finding safe ways to make online transactions, Tom keeps online shoppers protected. Tom has been featured on Fox News, ABC, Kiplinger.com, and more.

Background - A seasoned software architect, Tom is the brains behind the engine that powers Hoopla Doopla. His software and powerful database monitor all shopping activity and track account transactions made by Hoopla Doopla members.

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Press and Media Coverage



Varney & Co.
Stuart Varney Talks Cash Back Shopping
December, 2013



Fox News, Houston, TX
Black Friday Expert Online Holiday Shopping Tips
November, 2013



Shelly Palmer Digital Living
Gadget Gifts for Dads and Grads
June, 2011



Good Morning Texas
Expert Online Shopping Safety & Bargain Hunting Tips
December, 2010



Fox News, New York, NY
Cash Back with Hoopla Doopla
March, 2009



Financial Advisor Magazine
What's All The Hoopla About?
By Charlie Stroller, president, CEO and CFO of Financial Advisor Magazine
March, 2009



Kiplinger.com
Revenue Sharing for Shoppers
By Cindy Schwalb, Web Editor, Kiplinger.com
March, 2009



CNBC.com
"On the Money" Site of the Day
By Carmen Wong Ulrich, Host, CNBC's On the Money
March, 2009

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Press Releases

What Not to Buy in July

Hoopla Doopla CEO Frank DeBlasi talks what to buy and not buy in July with Dana Dratch.

(July 2013 - www.foxbusiness.com)

7 Tips for Saving Time, Money When Shopping Online

Ever wonder what the real experts know that you don't when it comes to online shopping? Hoopla Doopla CEO Frank DeBlasi talks safe shopping practices.

(May 2013 - www.foxbusiness.com)

Leading Cash Back Website Saves Consumers Money with New Browser Tool

Hoopla Doopla launches multi-browser tool to notify online consumers of big savings.

(April 2013 - www.hoopladoopla.com)

Frank DeBlasi – CEO and Co-founder of Hoopla Doopla

Hoopla Doopla CEO Frank DeBlasi discusses the balance of work, life, and big ideas.

(November 2012 - www.ideamensch.com)

Bargain Hunting Entrepreneurs Monetize the “Thrill of a Good Deal” with Hoopla Doopla

Frank DeBlasi and co-founder Tom Cangle, touted as online shopping experts, find they're product has been hailed as one of the best online money-saving sites on the web.

(October 2012 - www.yfsentrepreneur.com)

Start Early (and Get Crafty) to Save Money on Holiday Gifts

Hoopla Doopla CEO Frank DeBlasi talks smart shopping and stretching budgets for students.

(October 2012- www.usatodayeducate.com)

The Internet Has Become Every Consumer’s Primary Place to Research and Buy Products

Hoopla Doopla CEO Frank DeBlasi talks online shopping and safety on www.amirashiraz.com.

(September 2012 - www.amirashiraz.com)



100 Best Marketing Tips

Hoopla Doopla CEO Frank DeBlasi takes part in a ten-part series of the 100 best marketing tips is designed to offer ideas on what any company or service can do to increase its business.

(June 2012 - www.examiner.com)

Shop Smart for Six Popular Mothers Day Gifts

Hoopla Doopla CEO Frank DeBlasi talks mothers day gift hunting with Marcia Passos Duffy.

(May 2012 - www.foxbusiness.com)

Former IBM Executive, Joseph S. DeBlasi, Joins Hoopla Doopla

Joseph S. DeBlasi, Chairman of Decision Systems Inc. joins Hoopla Doopla's Board of Advisors.

(May 2012 - www.hoopladoopla.com)

We Turned Online Shoppers into Revenue Sharing Partners in our Business

Hoopla Doopla CEO Frank DeBlasi and CTO Tom Cangle discuss the planning out of their concept for a web based money saving solution for online shoppers.

(January 2012 - www.mo.com)

30 Ways to Make Your Business Stand Out From the Crowd

How do you make your business stand out from the crowd so that people will choose to spend their dollars with you? Hoopla Doopla CEO Frank DeBlasi talks with Wendy Kenney.

(January 2012 - www.startupnation.com)

Hoopla Doopla, One of the Best Online Money-Saving Sites

Hoopla Doopla CEO Frank DeBlasi joins Eric Dye on the EPN Radio Show to discuss marketing, getting started in business and more.

(January 2012 - www.epodcastnetwork.com)

Entrepreneur Interview: Frank DeBlasi, Hoopla Doopla, Inc.

Hoopla Doopla CEO Frank DeBlasi interviewed on BusinessInfoGuide.com, an inspired resource for entrepreneurs.

(December 2011 - www.businessinfoguide.com)

Hoopla Doopla Turns Online Shoppers Into Revenue Sharing Partners

With the launch of their affiliate program, Hoopla Doopla shares their profits with members.

(June 2011 - www.hoopladoopla.com)



Gadget Gifts for Dads and Grads

Hoopla Doopla, Inc., a leading cash back website, featured on Shelly Palmer Digital Living.

(June 2011 - www.myfoxny.com)

Holiday Online Shopping Safety Tips

Online shopping experts Tom Cangley and Frank DeBlasi provide online shopping safety and bargain hunting tips on ABC TV's morning show, Good Morning Texas.

(December 2010 - www.wfaa.com)

Hoopla Doopla Helps Fight Cancer with Shop for a Cure

Hoopla Doopla launches Shop for a Cure cancer donation program in honor of Frank DeBlasi Sr. to help raise money for cancer research.

(November 2009 - www.hoopladoopla.com)

What's All The Hoopla About?

Financial Advisor Magazine's Charlie Stroller credits Hoopla Doopla as "One of the best online money-saving sites".

(March 2009 - www.fa-mag.com)

If You're an Avid Bargain Hunter on the Web, Life Just Got Better!

Helium.com contributor Kathleen Lynn reviews Hoopla Doopla.

(March 2009 - www.helium.com)

Revenue Sharing for Shoppers

Web marketers Frank DeBlasi and Tom Cangley team up to turn shoppers into revenue-sharing partners for the launch of their new Web site.

(March 2009 - www.kiplinger.com)

Steals & Deals: Google TipJar, DTV Coupons and More

Hoopla Doopla, a leading cash back shopping website, featured in Site of the Day on CNBC.

(March 2009 - www.cnn.com)

Hoopla Doopla Featured on Fox News

A great way to save money shopping online, and put money in your pocket, where it belongs.

(March 2009 - www.myfoxny.com)



Online Shopping Tips Sheet

Shop Smart

Everyone loves a bargain. But is what we see always the best deal? Follow the necessary steps below before you buy to come out a winner!

Beware of “The Great Deal”

Many sites offer what appears to be “The Great Deal”, such as offering a substantial amount of cash back, additional free items with the purchase, and more. Sometimes, without realizing it, this may end up costing. For example, a substantial amount of cash back offered can mean you are paying the difference someplace else. The high cash back number may seem attractive at first, but you are most likely paying it into an increase in the price of the product. With free items being thrown into the deal that you don't even need, you may also find yourself paying more for the purchase than you need to.

Know Your Product

Regardless of where you buy your product, or how much a coupon code or cash back offering will discount you, always check the prices of what you are buying at different merchants and compare. The 10% off coupon at one store is meaningless if the product is 15% cheaper at another without a coupon.

Used Merchandise

Why pay full price when used is just as good? Media products like books, video games, music CD's and movie DVD's can be purchased at deep discounts, and have the same replay value as if purchased new. There are a number of sites out there that sell used goods at great discounts.

Protect Yourself

Online shopping is a great convenience. But like everything else, it has its security risks such as stolen credit card numbers, identity theft and more. Take the necessary precautions below to protect yourself!

Use a Credit Card

Paying with a credit card at the merchant's checkout is the safest way to pay when shopping online. With a credit card, if your number gets stolen, you are usually liable for no more than \$50 for fraud purchases. Using your debit card, although often bridged through Visa and MasterCard, will give a potential hacker access to your checking account. Once funds are removed from your checking account, it can be much of a hassle to replace it.

Single Use Account Numbers

Some banks offer "One Time" account numbers. These numbers become invalid after one use, or after a certain date allowing you not to worry about your credit card number being stolen. These accounts are a great way to leave your credit card and bank accounts totally protected.

Third Party Checkout Services

Using third party checkout services, such as PayPal and Google Checkout is another great way to pay safely online. Using these services will prevent your credit card number and identity from being stolen because they are the middle man in the transaction.

Protect Your Computer

On the local end of the purchase, your computer should always be protected when shopping online. Security software that contains virus and firewall protection can prevent and block programs and other harmful content from entering your computer, putting personal and financial information at risk.

Secure Checkout

Always make your purchase at the merchant's checkout is in a secure environment. To ensure you are within the secure checkout environment, look at the top in your browsers address bar. The page address should start with <https://>, not <http://>. Your browser may also display a graphical indicator somewhere, such as a closed lock, showing

that the page is secure. If the lock is shown in an open state, you are in an insecure environment.

Never Purchase Through Email

Never send your credit card number in an email to make the purchase. As mentioned above with Secure Checkout, you must be at a secure page that starts with https://, not http://.

Shopping On a Budget

Following the advice below will help you get the most out of your dollar.

Used Merchandise

As mentioned above in “Shop Smart” why pay full price when used is just as good? Media products like books, video games, music CD’s and movie DVD’s can be purchased at deep discounts, and have the same replay value as if purchased new. There are a number of sites out there that sell used goods at great discounts.

Price Matching

There are a number of retailers that will match, or even beat, a competitor’s prices. Compare prices before making your final purchase. You save money by researching ahead of time.

Spread Out Your Purchases

Spreading out your holiday purchases can make it really easy on your budget. Make a few purchases here and there over a period of time, or even throughout the year. See something in August mom would like for Christmas? Buy it then! This will put less financial pressure on you around the holidays because you will have less to spend all at once. Shopping last minute often results in making additional purchases you don’t need because you are feeling rushed and crazed.

Sale Adjustments

Some retailers will offer what is called Sale Adjustments. If you buy an item at regular price and it goes on sale the next week, they will give you a credit or refund for the discounted amount!

Layaway

These purchase plans are designed for people who want to buy merchandise without using credit or paying the full price immediately. You make a deposit, usually a percentage of the purchase price, and pay over time until you have paid for the item in full. This will make it easier on your budget. In exchange, the retailer holds the merchandise for you. For full details on the plan, get the store's layaway policy.

Last Minute Shopping

Find yourself short on time to shop? Below are some great last minute gift ideas!

Electronic Gift Cards and Gift Certificates

Many retailers offer these, and their convenience is fantastic. Online gift cards and certificates can be sent out via e-mail, allowing you to order them as late as noon on Dec. 24 to guarantee their arrival. Some of the best gifts received are made possible through gift cards and certificates, such as spa treatments, shows and attractions and more. Just make sure that what you purchase doesn't have an expiration date or fees for non-use.

Magazine Subscriptions

Know someone who enjoys traveling? Loves to Cook? Enjoys the great outdoors? Reads up on Sports? Purchase a magazine subscription for someone. The list of interests is endless. For the actual gift presentation, buy a current issue of that magazine, wrap it up, and let the gift receiver know there are 12 more on the way!

Food and Wine Clubs

Know someone who enjoys a glass of wine with dinner? Sign that person of for a wine club. Or perhaps a nice wine basket will do.

Fast Mailing

Priority Mail service offered by the U.S. Postal Service delivers packages in the United States within two to three days for less money than major postal delivery companies. The flat rates for packages weighing up to 70 pounds are about \$4.05 for an envelope and \$8.10 for a box. Head to the post office as soon as possible to ensure your package will arrive by Dec. 23.

Ship Directly to Recipient

A great last minute idea to ensure your gift gets there on time is to have it shipped directly to the gift recipient. Most online retailers can ship items to a different location than your billing address. During the holiday season, especially when traveling, it's good to take advantage of this feature by sending gifts ahead of your arrival time. Some retailers even ship pieces from a single order to multiple locations so you don't have to lug holiday gifts if traveling far distances.

Buy Online, Pick up at Store

Many retailers offer this option. Check with your favorite retailers, skip the crowds, and head straight to the customer service counter where your items will be waiting. Shop at online stores and take advantage of their gift wrapping and shipping options to save time.

Holiday Season Shopping

Follow these expert tips to capitalize on everyone's favorite shopping time of the year.

Build Rewards All Year

Would you like to do most or all of your holiday shopping for FREE? Start planning early in the year. If you don't already have one, apply for a reward points credit card that pays cash back on everyday purchases such as groceries, gas, etc. Use this card for your everyday expenses throughout the month that you would normally pay cash for or use your debit card. When the bill comes at the end of the month, pay it in full to avoid interest. You are now building cash back points all year long on your daily everyday spending. Depending on your spending, you can earn anywhere from 50, 100 or more points a month in cash rewards. By the end of the year, the card could have \$500-\$1000 or more of cash rewards spending money ready for holiday shopping, just for using the card to pay for your normal everyday expenses.

Avoid Impulse Shopping

During the holidays, it's easy to get caught up in an onslaught of advertisements and promotional offers. To save money, stick to your list, no matter how nice an item looks while you are standing in the store. Shop online to avoid impulse buying.

Shop Online

The internet is the best way to find the gifts you want to buy at the lowest prices. Online shopping has huge benefits because it allows you to look at multiple stores, instantly compare prices and never have to leave the comforts of your home to face the madding crowd.

Group Gift

Talk to your siblings, coworkers or family members about doing a group gift for someone. An iPad may be outside your price range, but divided amongst a group of people, it becomes reasonable — and the recipient will be thrilled!

Watch for Credit Card Reward Specials

Bank credit cards, such as Citibank, Discover and more, usually offer some great benefits this time of year, such as cash rewards when reaching spending thresholds. Spend \$250, get \$50 in cash rewards. Spend \$500, get \$100 in cash rewards. These, combined with coupon codes and reward points can save you huge dollars. Just don't carry the balance for more than two billing cycles, the interest can pile up.

Previous Generation Models

If you are buying for someone in the market for electronics (computers, tablets, cameras, etc), consider buying last year's or the previous generation of the device. There usually isn't much that would make a difference depending on the recipient of the gift, and it will save you big money!

Sign up for Store Credit Cards

Store credit cards can be a good way to help you save money while holiday shopping. Many stores provide incentives to sign up for their card, such as a percentage off the sale, free shipping, and more. Just avoid carrying the balance for more than one to two billing cycles. The interest on the card can take the savings right back.

Use Discounted Gift Cards

Get \$100 worth of gifts for \$80? Absolutely. Discounted gift cards can be purchased for hundreds of online/offline retailers including the Apple Store, Sears, Home Depot, and many more. Discounts can range from 5%-30% off the face value of the card.

Use Coupon Codes

Never buy anything online without looking for a discount code first. Over time, you can literally save hundreds of dollars and it takes very little time. Discount code are applied during the checkout process. You can get free shipping, percentage off your order and more.

Black Friday

Traditionally, Black Friday is the biggest shopping day of the season for brick-and-mortar stores—less. But big general-interest sites host special Black Friday events throughout the weekend. Watch for things like “lightning deals”. These are price reductions that are offered for a short time period.

Cyber Monday

This day is hyped, and with good reason. It is the day to shop online! Get big deals on any type of product from the brands you like. Most merchants—from low-end to upscale—want in on this action, and the deals tend to be broad, as opposed to discounts on specific items. Sitewide specials can range from 30 or even 40 percent off!

Free Shipping Day

Free Shipping Day is usually around one week before Christmas. Hundreds of retailers participate in this, and it is your last best chance to ship your gifts in time for Christmas and shipped for free.

December 21 to 24

This is a great time to get big-time items, such as furniture, televisions, and fine jewelry. With Christmas just days away, merchants usually discount premium items that haven't sold. Prices continue to drop as the Christmas gets closer, but so does the selection.



Potential Story Ideas

Cash Back Shopping/Save Money Shopping Online

This is the heart of our business. Putting money in peoples pockets for shopping online! Focusing on our cash back, money saving opportunities and that we are one of the top money saving sites on the web always makes a great story in print, TV and the web.

Possible headlines

“Shop online? Put money where it belongs - In your pocket!”
“What’s all the hoopla about? Get paid to shop online!”

Online Shopping Experts

Hoopla Doopla cofounders Frank DeBlasi and Tom Cangle are online shopping experts, and educate consumers in online shopping and safety to provide them with a better online shopping experience. See the “Founders Profile” section in this document.

Possible headlines

“Online shopping and safety tips from industry experts.”

Earn Residual Income

Our affiliate program turns our members into revenue sharing partners in our business. By referring new members to us, they earn 20% of their referrals income for the lifetime of their membership! Learn more at www.hoopladoopla.com/partners.php.

Possible headlines

“Earn residual income when people shop online.”
“People shop, you get paid!”

Cancer Fund Raising

Through our Shop for a Cure program, we allow our members to donate a portion of their cash back earnings to cancer research. Best of all? We match a percentage of it! Learn more at www.hoopladoopla.com/shopforacure.

Possible headlines

“Shop online, help save lives.”

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- The Hoopla Doopla Staff -



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