



"We know how great it feels to save money.
Helping other people save, that feeling is even greater.
We can proudly say we've done our job!"

- Frank DeBlasi and Tom Cangle, Founders, Hoopla Doopla, Inc. -



What is Hoopla Doopla?

Hoopla Doopla, Inc. is a leading cash back shopping website, providing coupon codes, discounts, daily deals and cash back from over 1700 online stores. We exist to provide a better overall online shopping experience, and to put money where it belongs - In people's pockets!

"One of the best online money-saving sites."

- Financial Advisor Magazine



Company Background

- > **Founded:** September 2008
- > **Launched:** February 2009

- > **Headquarters:** Dover, Delaware
- > **Founders:** Frank DeBlasi, CEO; Tom Cangle, CTO

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 experience 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 ABC TV, Kiplinger.com, CNBC.com and has been regarded as one of the best online money-saving sites on the web by Financial Advisor Magazine.

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.

Features

Intelligent Content Delivery: Hoopla Doopla automatically removes expired deals from its site. Members will never see an outdated or a nonworking promotion code, giving a much less frustrating shopping experience.

Smart Bookmarks: Members can bookmark their favorite merchants, giving them instant access to all the deals these merchants currently offers without having to navigate the site.

Web Based: Hoopla Doopla is a fully web based service. It can be accessed anywhere, and no software installation is required.

Expert Advice: Hoopla Doopla provides expert advice on bargain hunting, online shopping safety, budgeting, and more, giving members a smarter, safer online shopping experience.

Revenue Sharing Partners

Through participation in its affiliate program, Hoopla Doopla turns its members into revenue sharing partners. By generating qualified referral signups using their provided tracking link and email contact options, members earn the equivalent of 20% of their referred members cash back earnings for the lifetime of their membership.



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