

The Frank DeBlasi

Media Kit

**Biography, Press Coverage, Photos
and Everything Frank**



Meet Frank at
www.frankdeblasi.com

Meet Frank, The Entrepreneur

What's all the Hoopla about?

Putting Money in the Pockets of Online Shoppers

The Journey

In September 2008, in the midst of a struggling US economy, Frank, along with fellow Cofounder Tom Cangle, began planning out the concept for a web based money saving portal for online shoppers. Two passionate, energetic entrepreneurs, Frank and Tom not only combined their ideas in the planning of the portal. With no startup funding and limited time and resources available to them, they put their 15 plus years of website building and programming expertise to work, building the entire product themselves from the ground up. The result? Hoopla Doopla.

Frank's Roles

As Cofounder, Frank served in various roles throughout the company as it continued to grow and evolve since its initial startup. These roles ranged from designing and implementing Hoopla Doopla's user friendly web interface, to establishing, building, and maintaining the company's affiliate relationships with its partnered merchants. Along with Tom, Frank also planned and helped build the company's referral rewards program. Frank handled all public relations opportunities and marketing campaigns, driving over one million dollars in sales in the first six months to Hoopla Doopla's merchants.

Going Live

In early 2009, Hoopla Doopla was launched to the public. Today, Hoopla Doopla is a leading bargain hunting website, providing coupon codes, discounts, daily deals and cash back from thousands of online stores.

Shop Smart, and Shop Safe

Frank is also an expert in the area of online shopping, educating online consumers in the areas of bargain hunting, online shopping safety and more, providing them with a better overall shopping experience.

Learn more about Hoopla Doopla at
www.frankdeblasi.com/meet-frank-the-entrepreneur