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CrowdSavings.com Acquires PLAYHawaii and Launches Honolulu Daily Deals

Tampa, FL (October 6, 2011) -- CrowdSavings.com, a leader in the national daily deal industry, enters its fourteenth (14th) market with the acquisition of PLAYHawaii, the first daily deal website in the state of Hawaii. PLAYHawaii has been providing exceptional daily deals to Honolulu's residents and vacationers since October 2009.

"We are excited for this next chapter in PLAYHawaii's growth with CrowdSavings.com," said PLAYHawaii Co-Founder Jon Sugihara. "Our customers and merchants will benefit from access to additional resources and Crowdsavings' national user base."

Quickly being recognized as one of the most successful daily deal companies in the country, PLAYHawaii is known not only for offering great savings in Honolulu but also for having a hyper-local focus. Based on the founder's desire to support local business, PLAYHawaii has always focused on giving back to the community by supporting local charities through PLAYback deals and CrowdSavings.com plans to keep that hyper-local focus in place.

"We have enjoyed every moment building our relationships in Hawaii, introducing our users to the best local businesses and working with small business owners and seeing them succeed," said Co-Founder Andrew Roth. "Our loyal users have been very generous to us and we are confident Crowdsavings will continue to maintain our commitment to our users and merchants."

In a recent survey of PLAYHawaii users, 92 percent said they would definitely return to the business featured in the promotion, and 78 percent of users said the primary reason they visited a particular business was because of a deal from PLAYHawaii.

"Co-Founders Roth and Sugihara have done a tremendous job developing a solid base of loyal customers as well as talented, local Business Development Executives who all will be joining the CrowdSavings team," said Chad Jaquays, CrowdSavings Founder & CEO. "We are extremely committed to supporting the local communities where we do business."

This is CrowdSavings' eighth (8th) acquisition in 2011 and comes on the heels of its Crowd Cut Atlanta purchase two weeks ago, giving the company a significant presence in one of the top daily deal markets in the country.

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About CrowdSavings.com

Based in Tampa, Florida, CrowdSavings.com offers discounted daily deals to consumers and provides unique marketing and advertising tools for its local merchants. Currently CrowdSavings has active markets in Atlanta, Austin, Cleveland, Denver, Houston, Kansas City (Johnson County), Las Vegas, Nashville, San Francisco, Southern California, Tampa Bay and New York's Tri-State area.