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## BARGAIN HUNTING GOES UPMARKET THROUGH DEAL.COM.SG

*DEAL reveals new trend amongst online daily deal shoppers, who are now purchasing bigger-ticket items and achieving unique lifestyle experiences*

**Singapore – 14 November 2011** – One of Singapore’s first and largest daily deals site, DEAL.com.sg (DEAL), has today revealed that more of its customers are living the high life, through DEAL. By purchasing unique luxury deals, customers are able experience privileged lifestyle activities that have previously been unattainable. Such deals include luxurious yacht chartered packages, exotic travel deals and designer products, which are sold at discounts up to 90% from the original price. This finding is in line with research done earlier this year by PayPal, which revealed that Singapore has a growing online shopping market that has reached S\$1.1 billion in 2010.

“During DEAL’s early days, we saw that most customers preferred to buy smaller ticket items, such as restaurant vouchers or spa treatments, which typically ranged between \$10-20 per purchase. However, over the last year, as we have proven DEAL’s reliability to our customers, we are happy to see that they have become comfortable spending much higher amounts. The average order amount per customer has risen 4-fold over the last year,” explained Mr Patrick Linden, Chief Executive Officer of DEAL.

“By partnering with DEAL, we are delighted to have over 210 customers purchasing Trillion Yacht’s luxurious 4 hour charter package, which came with numerous other benefits, such as a bottle of champagne, snorkelling and fishing equipment. With an increase in affluence amongst Singapore shoppers, we are definitely seeing an increase in interest for the exclusive Trillion lifestyle experience,” said William, Director of Trillion Lifestyle Pte Ltd.

Already DEAL is a market leader in the online daily deal space – reaching out to some 850,000 potential customers per day, with nearly 140,000 Facebook followers and the highest monthly sales figures. A few months ago, DEAL launched its mobile application on the iPhone and Android platforms, rapidly rising to become amongst the highest mobile downloaded application. Recently, DEAL introduced a new section to its online daily deal site, called “LUXE DEALS”, which features branded items, such as handbags or watches.

DEAL will continue to champion the online daily deal space, by constantly developing new initiatives and offering more – for both its customers and the partnering retail merchants.



## About DEAL.com.sg

Established in 2010, [DEAL.com.sg](http://DEAL.com.sg) has become Singapore's Number One online shopping platform, offering what its customers love to have at the best price. DEAL remains unrivalled in providing both customers and merchants with unique experiences in Singapore. The company values the remarkable partnerships it has with merchant partners and takes pride in passing the great savings directly to its valued customers. In 2010, DEAL won the Red Herring Asia 100 award.

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