# Deals2Buy.com Monthly Deal Breaker Report: Saving on Summer Entertainment

*56% of respondents will spend money on activities and experiences rather than physical items this summer*

AUSTIN, Texas, July 17, 2013 /PRNewswire/ -- Deals2Buy (www.deals2buy.com), a leading website for discounts and closeout inventory offers, today released the summer entertainment edition of its monthly Deal Breaker Report. This edition includes data on consumer spending behaviors and our hottest deals available to keep people entertained this summer on a budget.

(Logo: http://photos.prnewswire.com/prnh/20121119/DA16114LOGO)

"School's out for summer, which means many consumers are shouldering the added expense of outdoor entertaining, travel, moviegoing and more," says Mike Spankie, senior merchandising manager of Deals2Buy.com. "Shoppers should seek out deals to lower costs on more than just their energy bills this summer."

To help identify consumer spending and entertainment priorities for this summer, Deals2Buy conducted a survey with The Omnibus Company (www.omnibus.com).

According to the survey, a majority (56%) of consumers surveyed plan to spend most of their money this summer on experiences instead of physical items; this includes travel, entertainment (e.g., movies, plays, concerts or sporting events) and dining out.

When temperatures soar outside, seeing movies is believed to be a popular form of indoor entertainment, especially with the release of summer blockbusters. However, with the steady rise in the cost of admission, savvy consumers are considering other ways to stay entertained.

Nearly half (49%) of consumers surveyed believe they would save more money in the next year by investing in a home entertainment system to watch movies versus going to the theater. Rural/small town Americans are more likely to believe that investing in a home entertainment system would save them more money in the long run, compared with those who live in urban or suburban areas (56% vs. 46%).

"Taking advantage of Internet streaming services, available through Blu-ray, Roku and Apple TV, is a cost-effective and convenient way to create a home theater system to watch your favorite TV shows and movies," says Spankie.

The summer months are some of the busiest for travel, but that doesn't mean consumers plan to disconnect. In fact, according to the survey, more than half of consumers indicated they would never travel without a smartphone (54%) or a camera (52%). Other travel essentials include laptops (32%), GPS (29%), music players (25%) and tablets (20%).

- 18- to 49-year-olds are more likely to place smartphones on their list of travel essentials than those ages 50+ (68% vs. 29%).
- Smartphones are nearly twice as likely as GPS devices (54% vs. 29%) to be considered a travel must-have.

**Editor's Picks: Top Deals for Summer Entertainment**

**Home Entertainment Systems**
Get a Home Theater Bundle with 46" TV & Home Theater System for only $468
http://www.deals2buy.com/deals/o/362931-rca-46-lcd-1080p-60hz-46lb45rq-rca-home-theater-sys

Save 56% off a Sony Blu-Ray Player – Refurbished. Now only $39.99 + free shipping
http://www.deals2buy.com/deals/o/362918-sony-bdps185-bluray-disc-player--refurbished-

Save 30% off an Onkyo 5.1 channel home theater system. Now only $281.98 including shipping
http://www.deals2buy.com/deals/o/363098-onkyo-hts3500-51channel-home-theater-system

Save 69% on a wireless A/V relay to connect TVs, Blu-ray players, streaming media players and other devices to your wireless network. Now only $24.99 + free shipping
http://www.deals2buy.com/deals/o/362928-belkin-universal-4-port-dual-band-hdtv-wireless-av-

**TVs**
Save $470 off an LG 47 inch LED 1080p HDTV. Now only $529.99 + free shipping
http://www.deals2buy.com/deals/o/362624-lg-47inch-led-tv-47ls4600-1080p-120hz

Save $1050 off an LG 47 inch LED-LCD 3D 1080p HDTV with six pairs of 3D glasses. Now only $749.99 + free shipping
http://www.deals2buy.com/deals/o/363053-lg-cinema-screen-47lm6700-47inch-cinema-3d-1080p-60

Expires 7/22/13

**Travel**
Save up to 30% off outdoor adventures. Hit the trail and visit the mountains or a favorite hiking destination
http://www.deals2buy.com/deals/o/363101-save-up-to-30-on-outdoor-adventures--

Save 68% off an American Tourister 4 piece Luggage Set. Now only $64.79 + free shipping
http://www.deals2buy.com/deals/o/363051-american-tourister-fieldbrook-4pc-luggage-set--mult

**Smartphones**
Get a free Samsung Galaxy S III + free shipping
http://www.deals2buy.com/deals/o/362965-samsung-galaxy-s-iii--4g-lte

Get an HTC One for only $79.99 + free activation & $25 for the Google Play Store
http://www.deals2buy.com/deals/o/362307-htc-one-glacial-silver-for-sprint--free-activation-

**Cameras**
Save up to $500 off Canon EOS Digital Cameras & Kits + free shipping
http://www.deals2buy.com/deals/o/362349-up-to-500-off-canon-eos-digital-cameras--kits

Save up to 30% off select digital cameras + free shipping
http://www.deals2buy.com/deals/o/362685-save-up-to-30-off-select-digital-cameras

**Movies**
Get a free one-night rental at a Redbox kiosk
http://www.deals2buy.com/deals/o/362194-free-one-night-rental-at-kiosk-

Catch the $3 summer movies playing at AMC Theatres
http://www.deals2buy.com/deals/o/361025-3-summer-movies-playing-at-amc-theatres-

**Outdoor Entertaining**
Save 34% off a Slat 3 Piece Outdoor Bistro Set
http://www.deals2buy.com/deals/o/362984-slat-3piece-outdoor-bistro-set-green-seats-2

Save 25% off a Grill Shelter
http://www.deals2buy.com/deals/o/362696-mainstays-curved-grill-shelter

*Survey Methodology:*

*This survey was conducted between June 24th and July 3rd, 2013, among 1,018 nationally representative U.S. residents ages 18 and over, using an email invitation and an online survey. Quotas are set to ensure reliable and accurate representation of the entire U.S. population ages 18 and over.*

*Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results.*

*In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample. The margin of error for any subgroups will be slightly higher.*

**About Deals2Buy.com**

Founded in 2002, Deals2Buy (www.deals2buy.com) focuses on delivering consumers time-sensitive last-minute deals on thousands of products and services. Known among tech professionals and enthusiasts as a leading destination for deals on items like laptops, computing hardware and other technology products, the site has since expanded its discounted offerings to include promotions for products and services — everything from clothing and credit card offers to jewelry and tax-preparation services. Deals2Buy is a RetailMeNot, Inc. website. Follow Deals2Buy on Twitter, Facebook and Google+. To get hot deals delivered directly to your inbox, sign up for deal alerts at http://www.deals2buy.com/#subscribe-modal.

**About RetailMeNot, Inc.**

RetailMeNot, Inc. (www.retailmenot.com/corp/) is the world's leading digital coupon marketplace. The company's websites enable consumers across the globe seeking to save money to find hundreds of thousands of digital coupons from retailers. RetailMeNot, Inc. experienced more than 450 million consumer visits to its sites in 2012. The RetailMeNot, Inc. portfolio of coupon and deal websites includes www.RetailMeNot.com, the leading digital coupon site in the United States;

www.RetailMeNot.ca in Canada; www.VoucherCodes.co.uk, the leading digital coupon site in the United Kingdom; www.Deals.com in Germany; www.Actiepagina.nl, a leading digital coupon site in the Netherlands; Bons-de-Reduction.com and www.ma-Reduc.com, leading digital coupon sites in France; www.Poulpeo.com, a leading cash back site in France; and www.Deals2Buy.com, a leading discount offer site in North America.

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