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LAT22 OFFERS LAST MINUTE DEALS IN HAWAII

iPhone, iPad and Android App guides visitors and locals to Kauai activities, events, and last minute deals

(LIHUE, HI) April 26, 2011 – Lat22, the app for Kauai activities, now offers exclusive last minute deals for popular activities. Lat22 is a free activity guide designed for mobile devices. From surfing lessons to helicopter rides, guided hikes to kayak tours, Lat22 is the fastest way to go from browsing to enjoying all that Kauai offers. Distinct from other online activity directories and websites, Lat22 provides detailed activity descriptions from each activity provider, with times, locations, prices, reviews, contact numbers, and maps.

Lat22 just launched its last minute deals service based on same-day or next day openings. For example, Lat22 recently offered a seven-hour Ni'ihau and Na Pali Coast Super Tour by HoloHolo Charters for \$130, regular price \$179. These deals rival the kama'aina rates offered to Hawaii locals and make Lat22 a fantastic mobile app for locals and visitors alike. Consumers will find significant savings, while activity providers generate revenue and fill spots that would have otherwise been empty on their tours.

“The companies that have signed up with Lat22 are now able to sell their last-minute inventory, booking those last few seats that would have otherwise been unsold. Both local businesses and consumers win and everyone knows exactly what day they are valid-- which is great for both parties,” says Susan Hinrichs Rau, founder of Lat22.

Lat22 features over 20 local businesses on Kauai, including Wings Over Kauai, HoloHolo Charters, Hawaiian Surfing Adventures, and Oceanside Productions. Susan is thrilled with her choice of launching the app in Kauai. “Providers on the island could not have given us a better reception and we are looking forward to adding many more activities and services in the months to come.”

The mobile application also features local news, events and travel tips. In the next week, Lat22 is rolling out a new feature that provides optional alerts for last minute deals. They are also working on adding “Places” that provides a guide to beaches, trails, and other local attractions.

Download Lat22 in the iTunes Store or the Android Marketplace, or visit <http://lat22.com> for more information.