NEWS RELEASE

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Social Gifting Service Helps Retailers Grow Online Gift Card Sales
Merchants sell gift cards on their Facebook® Pages and Web sites with GroupCard gifting, greeting service

April 8, 2010 -- Retailers now can sell gift cards to customers directly from their own Web sites and fan pages quickly and easily, thanks to GroupCard's new social network-integrated group-gifting e-commerce service.

GroupCard, the popular group gifting and greeting service, is introducing the first e-commerce platform that brings the social and group-gifting experience directly to retailer Web sites and Facebook Pages. From within a retailer's own Web site, customers can select their friends on Facebook, send them gifts and invite friends to contribute to a gift together online. GroupCard's early retail partners include companies including AJ Bombers, a Milwaukee restaurant, and ThinkGeek.com, a major e-commerce retailer.

The new e-commerce service helps gift card program managers grow their e-commerce business without developing capital-intensive in-house technology, says John Anderson, CEO of Group Card. "Our group-gifting feature increases the overall gift size and extends the marketing reach of each gifting event," he says. Also, by combining group gifting with volume discounts, merchants can offer social group discounts. For example, a merchant could offer a $10 bonus to any card where the group raised more than $100 for the overall gift.

Facebook page functionality means that retailers can merchandise gift cards directly to their fans on Facebook, drawing direct and immediate return on investment from their social media and marketing campaigns. Social marketing integration also allows a merchant to target consumers with upcoming gifting events (such as birthdays) in their social networks.

Facebook has become increasingly central to gift card e-commerce, explains Anderson. "Major retailers asked us to help them integrate social gifting with their social marketing strategies," he explains. Thousands of retailers actively support a presence on Facebook, which boasts over five billion fans worldwide. "Our research shows that consumers are three times more likely to give a gift when doing so as a group on Facebook. With GroupCard's e-commerce service, we are able to provide a trusted and open gifting experience for both retailer and consumer."

As part of launching the new service, GroupCard also announced that it has been recognized as part of Facebook's Preferred Developer Consultant Program. The program connects brands, celebrities, companies and organizations to the best resources for building applications that are deeply integrated into Facebook. As part of the program, GroupCard achieved Facebook's set of standards for application and Facebook Connect developers.

GroupCard's merchant e-commerce service, which leverages Facebook Connect – Facebook's set of application programming interfaces – is an extension of the GroupCard.com consumer Web site and Facebook application, used by millions of people worldwide to celebrate personal events with a group gift or greeting to which many people can contribute. The easy-to-use online service has become a popular way for groups of all sizes and types to send office birthday greetings, teacher thank-you cards, get-well cards, and engagement, wedding and baby gifts.

For more information and service demos, visit www.groupcardapps.com.

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About GroupCard (www.groupcard.com)
GroupCard is an online social gifting and greeting service for consumers and businesses. Through the GroupCard.com flagship Web site, individuals can celebrate personal events with a group gift or greeting to which many people can contribute. The easy-to-use online service has become a popular way for millions of individuals and groups of all sizes and types to send office birthday greetings, teacher thank-you cards, get-well cards, and engagement, wedding and baby gifts. GroupCard's social gifting platform for merchants (available at www.groupcardapps.com) lets retailers utilize social gifting technology to offer gift cards directly from their own Web sites and Facebook Pages.

Founded in 2007, GroupCard maintains offices in Milwaukee and Palo Alto, and is backed in part by Facebook's fbFund (including Facebook, Accel, and Founders Fund).

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