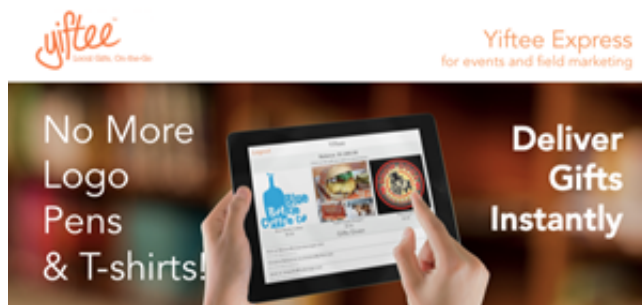




YIFTEE LAUNCHES YIFTEE EXPRESS, REINVENTS EVENT MARKETING SWAG

Marketers save money while grabbing attention with a new experience

March 02, 2015 10:10 ET | **Source:** Yiftee



MENLO PARK, Calif., March 2, 2015 (GLOBE NEWSWIRE) -- Yiftee today launched Yiftee Express for event marketing, a new service for event marketers that allows them to instantly send prospects and event attendees a thoughtful gift to their email or text in appreciation of their time and attention at tradeshows, webinars and seminars, or for completing a survey, registering for an event or referring new business. With Yiftee Enterprise and Yiftee Express marketers can upload a list of gift recipients and instantly send them all a latte, cupcake or drink at a local shop near the event, along with a personal message. They can also give gifts in real time right from their booth. The gifts are received immediately and can be redeemed at the event, or exchanged for something back home from one of 45,000 shops. Unlike traditional give-aways, the recipient receives weekly branded reminders of their gift and who sent it, plus if the gift is not picked up, the marketer gets their money back.

Yiftee delivers an experience as much as a gift. Recipients are surprised and delighted to open the gifts on their laptops or mobile phones, and redeem them in local shops. One Silicon Valley company was looking for something new and decided to use Yiftee at a tradeshow in lieu of swag. They sent drinks at the hotel bar to 4,000 event attendees in advance of the show. The attendees loved it and stopped by the booth to say thanks. Best of all, they met up with some of those attendees at the bar for more focused time to chat further about their product. Since the company only paid for the actual gifts redeemed – there was no waste. This saved them a significant amount of their give-away budget and saved their backs at the same time. A financial services company executive giving a keynote speech used Yiftee to send a coffee at a locally owned café to all audience members, leaving them with a lasting memory of his presentation. A legal services company sent Yiftee gifts to seminar attendees to thank them for participating. Other creative uses include welcome gifts for user conferences, thank you

gifts for galas and fundraisers, sponsorship opportunities to replace or add to the coffee break, or lanyard logos, door prizes, drawings, and more.

Yiftee Enterprise and Yiftee Express include comprehensive reporting and budgeting to provide the controls marketers need. Pricing is a monthly subscription and a per-gift eDelivery fee.

Yiftee can easily add local merchants for an event as there is no cost and no technology required for merchants to participate. For the merchants, Yiftee brings new full-price paying customers into their store. It is a win-win-win for the marketers, the merchants and the gift recipients.

About Yiftee™, Local Gifts, On-the-Go

Yiftee (Yiftee.com) is an exciting new award winning mobile app, web service and API (Application Programming Interface) that lets corporations and consumers send thoughtful, unexpected gifts to employees, colleagues, clients, prospects, friends and family quickly via email and text.. Recipients pick up their Yiftee gifts using their smartphone at their favorite local restaurants and shops, driving profitable business to those merchants. Merchants gain a free gift card solution, additional sales, foot traffic, a eGifting capability like big retailers, plus a free mobile/web sales channel. Twitter:

@Yiftee.com. Facebook: www.facebook.com/yiftee

A photo accompanying this release is available at:

<http://www.globenewswire.com/newsroom/prs/?pkgid=31095>

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