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YIFTEE EMPOWERS ALL MERCHANTS TO EASILY SELL GIFT CARDS ONLINE

Taps Potential \$134B Gift Card Market

Chicago, IL (May 18, 2015) – Today at the National Restaurant Association trade show, Yiftee launched its No Hassle Gift Cards, empowering merchants of all sizes to sell gift cards online. Website links take buyers to customized ecommerce pages where they can purchase gift cards, personalize messages and send them to recipients via text or email messages. Any merchant who accepts MasterCard® can sell Yiftee Gift Cards branded for their shop or restaurant.

“MasterCard supports small and mid-sized businesses and is pleased to help these merchants open new sales channels and participate in the growing gift card space,” said Les Matthews, SVP US Market Development, Emerging Markets for MasterCard.

Participating merchants do not need to have physical gift card programs. Yiftee operates independently and requires no technology or point of sale (PoS) integration other than a website link. Merchants can add Yiftee Gift Cards and begin selling them in a matter of minutes through a simple online signup [here](#). Customers redeem their Yiftee Gift Cards in store using a virtual gift voucher either printed or displayed on their mobile phones, with redemption powered by MasterCard. It is immediately verified by the MasterCard network, ensuring a secure, authenticated transaction.

“We created Yiftee Gift Cards so that all merchants can sell online and mobile, without a technology staff and with no discounts, revenue share or special accounting, simply put, without hassle. Merchants of all sizes can grow their customer base by offering valuable gift cards that are easy to buy and use,” said Donna Novitsky, Yiftee CEO.
www.yiftee.com – 565 Middlefield Road, Menlo Park, CA 94025 – 650.564.4438

“We encourage our in-store and telephone customers to buy our gift cards on our website,” commented Mandy Allen, manager of Pharmacy Burger Parlor and Beer Garden in Nashville, TN, “They are so easy to use and our customers love them!” Pharmacy Burger sold over \$5,000 worth of Yiftee Gift Cards in their first three months.

Yiftee is working with Acquiring Banks and Independent Service Operators (ISOs) to drive awareness and adoption of Yiftee Gift Cards. Yiftee’s partners provide various merchant services to hundreds of thousands of merchants in the United States and they are now offering Yiftee Gift Cards and sharing in monthly subscription revenue.

Manufacturer’s Suggested Retail Price (MSRP) for Yiftee No Hassle Gift Cards is a flat monthly subscription rate of \$20/month per initial store and \$10 for each additional location, giving merchants the ability to sell an unlimited number of gift cards at full margin. Along with the gift card service, Yiftee is also rolling out a new online portal where merchants can login to see sales, redemption and financial data, feature special products and easily send promotional gift cards to their loyal customers.

About Yiftee™, Local Gifts, On-the-Go

Yiftee (yiftee.com) is an award winning mobile and online application that lets consumers and corporations send thoughtful, unexpected gifts to colleagues, clients, prospects, friends and family quickly via email, text and Facebook®. Recipients pick up their Yiftee gifts using their smartphone at their favorite local restaurants and shops, driving profitable business to those merchants. For merchants, Yiftee is a No Hassle Gift Card solution, allowing them to participate in the \$134B gift card market with no special technology, no revenue-share, no discounting, no accounting and no chargebacks. Merchants gain additional sales, foot traffic, an electronic Gift Card capability like big retailers and access to a national market through the Yiftee consumer and corporate customer base. Twitter: @Yiftee.com. Facebook: www.facebook.com/yiftee.

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yiftee™ No-Hassle Gift Cards



Yiftee No Hassle Gift Cards allow local merchants to participate in the \$134B gift card industry with no special technology or discounting, and serve their customers who want to shop online and mobile.