



YIFTEE DEBUTS "TWEET A GIFT" TO SURPRISE AND DELIGHT IN THE SOCIAL / MOBILE AGE

Yiftee eGifts Fly on Twitter

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MENLO PARK, Calif., July 28, 2015 (GLOBE NEWSWIRE) -- Yiftee™, Inc. announces the ability to send eGifts via Twitter®. Consumers, small businesses, corporations, teams, celebrities - anyone can now leverage the ubiquity of Twitter to send eGifts – a latte, a lunch, or a spa treatment for example – to friends, clients, prospects and fans.

Fans, business owners, or any gift senders no longer need to know the specific email or text of their gift recipient to get their attention with an eGift. Imagine celebrities surprising fans with eGifts at local shops after they tweet about them. Imagine a sports team surprising those followers who tweeted a specific hashtag after a big win with a gift at a shop near the stadium. Gift senders will find participating Yiftee merchants in nearly every US zip code, including both major brands and local hot spots.

"There is nothing more engaging and viral than tweeting a gift" said Donna Novitsky, Yiftee CEO. "Direct engagement has replaced advertising in the 21st century, just as Twitter has replaced chat rooms and email as a way to boost a message and a brand. Yiftee functionality combined with Twitter bridges the last mile of personal, instant and measureable engagement; the holy grail of brand management", said Novitsky.

Gift senders are required to have a Twitter account, but need not mutually follow their gift recipient in order send an eGift. Gift recipients will see their eGift in their notifications and their followers will see it

in their feed. The gift can only be redeemed by the recipient after verifying they are the Twitter account holder. It's simple to [send a Yiftee eGift](#) via Twitter.

Yiftee eGifts have many advantages over traditional gift cards in addition to instant delivery. Tweet a gift recipients can opt in to receive monthly eReminders of the gift until it is redeemed or expired. Unlike traditional gift cards, there is no waste with Yiftee eGifts because the unredeemed gift value, less a small eDelivery fee, is returned to the gift sender after 1 year. Enterprise gift senders have the flexibility to set a specific expiration period and eReminder frequency for maximum impact.

Any merchant that accepts MasterCard™ can subscribe to the Yiftee eGift service, allowing their customers to purchase gift cards online/mobile, and Tweet, email or text them with a thoughtful message. Recipients see the gifts instantly and redeem them in store using a virtual gift voucher, powered by MasterCard. The transaction is immediately verified, ensuring security and authenticity. No accounting is required by the merchant to track sales or card balances; all of this is done by Yiftee. Merchants who wish to participate can join in and get their own eGift card offering here for a simple flat monthly fee. No technology or POS integration is necessary and they can be live in minutes. It takes only a few minutes to signup [online](#).

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 via Twitter®, 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. For merchants, Yiftee is the no hassle gift card solution with no special technology or POS integration, no revenue-share, no discounting, no special accounting. Merchants gain additional sales, foot traffic, and an eGifting capability like big retailers.

A photo accompanying this release is available at: <http://www.globenewswire.com/newsroom/prs/?pkgid=34755>

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