



YIFTEE LAUNCHES NEW FATHER'S DAY BUY ONE GET ONE PROMOTION

Menlo Park, CA (June 6, 2016) – Yiftee has launched a new promotion to celebrate Father's Day! From now until June 19th, participating merchants across the nation will offer a 'buy one get one' deal – purchase a \$20 eGift Card and receive a \$10 one free. A number of businesses have already signed up, including Paciugo Gelato Caffé, Copake Country Club, Honig Vineyard and Winery, and Vitality Bowls, so anyone can find the perfect gift for their Dad. Many of these businesses also have several locations, allowing for ease of use and convenience. Uriah Blum, VP of Operations at Vitality Bowls commented: "The Father's Day BOGO is a win-win for Vitality Bowls and our customers! Yiftee makes it so easy - it takes no effort and we're excited to welcome new and returning customers."

Yiftee has fueled a number of promotions nationwide, including several BOGOs around the holiday period. These programs have had an overwhelmingly positive benefit for the businesses by improving customer turnout and retention, and providing a convenient and engaging method of utilizing gift cards. As Father's Day quickly approaches, the popularity of these gift card promotions will only continue to rise.

Buy a Yiftee today as a Father's Day gift, or just as a random act of kindness!

www.yiftee.com – 565 Middlefield Road, Menlo Park, CA 94025 – 650.564.4438

About Yiftee TM , 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 and Promotion 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.