



**YIFTEE FUELS “SHOP LOCAL” FOR THE HOLIDAYS WITH BUY ONE – GET ONE PROMOTION FREE  
TO LOCAL SHOPS AND RESTAURANTS**

**MENLO PARK, Calif., Dec. 16,** -- Yiftee, the industry-leading provider of eGift Cards for independent merchants, is powering more than 600 promotions for independent local retailers and restaurants this holiday shopping season. The Yiftee platform and marketing capabilities enable retailers to engage consumers with innovative gift card promotions and incentives.

"We're thrilled to see so many local retailers and restaurants using Yiftee to power promotions this holiday season," said Yiftee CEO Donna Novitsky. "Beyond the ever growing popularity of e-gift cards among consumers, marketers are embracing e-gift cards to a greater extent for their strategic value to help drive revenue when used as promotional incentive."

According to GiftCards.com, online gift card sales are growing by 29% per year. Furthermore, **69% of customers** are more interested in purchasing electronic/digital gift cards now than 2-3 years ago says CardCash.com

The Yiftee platform allows merchants to create e-gift card-based promotions designed to increase shopper frequency. The platform enables a superior customer experience that makes shopping for and redeeming e-gift cards convenient and engaging. Currently, Yiftee is powering a 'Buy a \$20 eGift Card, Get a \$10 eGift Card for yourself' promotion for over 600 local merchants across the country.

[The Protein Bar](#), [Wildberry Pancakes & Cafe](#), and [Golden Spoon](#), are just a few of the ~600 merchants participating in this holiday promotion.



#### About Yiftee

Yiftee (Yiftee.com) is the award winning no hassle gift card solution with no special technology or POS integration, no revenue-share, no discounting, and no special accounting. Merchants gain additional sales, foot traffic, and an eGifting capability like big retailers. Consumers, corporations, and merchants use the Yiftee mobile and online app to 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. Twitter: @Yiftee. Facebook: [www.facebook.com/yiftee](http://www.facebook.com/yiftee). Send a Yiftee from any of Yiftee's 50,000+ local merchants and national brands.