



YIFTEE™ LAUNCHES “BIRTHDAY CLUB” – ENABLES MERCHANTS TO CREATE CUSTOM MOBILE REWARDS PROGRAMS IN MINUTES

Provides Incentives for New and Returning Customers

Menlo Park, CA – July 27th, 2016 – Yiftee has launched its new [“Birthday Club”](#) product that builds upon the award-winning Yiftee eGift Card service. Creating a Birthday Club allows retailers and restaurants to reward customers for their loyalty by providing them with a custom-branded gift card on their special day. Birthday Club is the third in Yiftee’s suite of mobile marketing and promotion products that connect merchants with their customers via mobile.

Birthday Club is highly customizable, allowing the merchant to use whatever name they choose, ranging from “VIP Club” to “Newsletter,” and set parameters for the birthday gift such as gift value and validity period. Yiftee merchants have already begun to use this product to provide an incentive for return visits, create an email list to advertise featured items, and collect important customer information. Implementation takes just minutes, and customers can sign up from the merchant’s website or Facebook page.

Today’s merchants are looking to provide a personal touch in an era of always on-the-go customers, and doing so must be easy and automatic. Kimberly Beiersdoerfer, Owner of The Heavenly Donut Co. in Birmingham, AL said, “Yiftee Birthday Club is a no brainer for us. We love our customers and it’s a pleasure to honor them with a gift on their birthday. But we’re a busy group, so we needed something that takes no time to manage and that we can count on to deliver. That’s what Yiftee provides us.”

Businesses want to express their genuine gratitude for their customers’ loyalty, and encourage them to come back. Mike DiPietro, CEO of Una Mas commented, “We have been looking for a way to appreciate our customers, and the new Yiftee Birthday Club does exactly that. Our loyal customers sign up and Yiftee makes sure that we never forget their special day. Birthdays are big for our business! Plus, we get a mailing list and can thank them with other eGifts and offers throughout the year.”

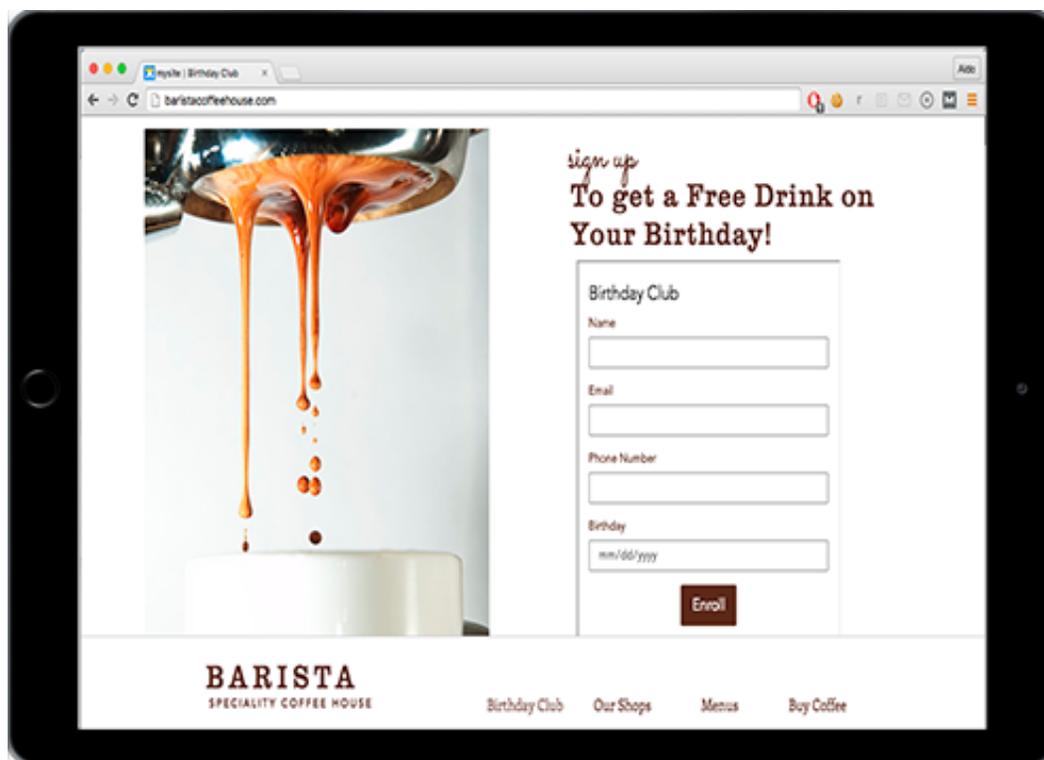
Apart from increasing revenue, the Birthday Club is a [cost-effective marketing tool](#) that can be combined with other promotions. Gifts come at almost no cost to the merchant – either the customer spends the gift in store, which creates upsell opportunities, or the gift expires and its value is returned to the merchant. Moreover, eGift Cards do not devalue the brand like coupons and discounts.

About Yiftee™, Local Gifts, On-the-Go:

Yiftee is a [mobile marketing and promotions](#) company serving restaurants, retailers and brands. Yiftee brings their clients new customers and keeps them coming back. Merchants define the campaign specs, and Yiftee promotions deliver great value at the perfect time to consumers' phones, using branded eGift cards. Yiftee clients typically see 20%- 85% of the people who get the eGifts come into the shop. Yiftee requires no technology or POS integration, and can be up and running in no time. To learn why more than 55,000 businesses are on Yiftee, please visit yiftee.com or contact info@yiftee.com, Twitter: [@Yiftee](https://twitter.com/Yiftee), Facebook: facebook.com/yiftee/

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An example of a custom sign-up page for a Yiftee Birthday Club. The merchant is able to collect key marketing information from the customer, and can send out a free gift on the consumer's birthday.