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## DimpleDough Announces eGift Application

### ***New capability lowers costs and presents new revenue opportunities for retailers***

Independence, OH – 6 May 2010 – Today DimpleDough announced that it has launched a new application that enables retailers to add virtual eGift cards to their online gift card programs quickly and inexpensively. Retailers that already offer virtual cards can upgrade their programs to offer a wide variety of designs and enhancements that can be deployed to implement creative eGift campaigns featuring virtual gift cards that may be redeemed online or printed to be used in stores. eGift capabilities are now available to DimpleDough's clients, partners and new customers.

Unlike actual plastic stored value cards, eGifts are sent and received via email. The eGift recipient typically receives a personalized message, plus a virtual gift card redeemable for merchandise or services. eGift senders can personalize virtual cards with their own photos. Retailers can use these same enhancement options with their standard virtual card designs. The customization features can be used to produce co-branded eGifts for corporate customers in bulk, as well as for individual consumer cards.

Corporate sales executives are finding eGift an increasingly viable option for sales of cards to incentives customers, since the eGift format can easily comply with the new CARD labeling requirements that go into effect in August. Use of eGifts avoids the risk of using existing inventories of physical cards, which may become obsolete.

DimpleDough's eGift application plugs into the DimpleDough Card Management Platform, which provides advanced card program management capabilities including: e-commerce,

- more -



fraud prevention, order management, creative control over templates and designs, and online photo service integration. DimpleDough eGift can also be used as a stand-alone application.

"Research shows that consumers appreciate the immediacy and convenience of eGifts" says Shawn Barrieau, CEO of DimpleDough. "Our new eGift application gives retailers the ability to execute creative Consumer and Business-to-Business eGift programs that tightly integrate with existing stored value card programs."

A growing number of retailers are implementing or upgrading eGift programs to reach shoppers increasingly comfortable with ordering and redeeming cards online. eGift cards offer numerous benefits to retailers and their customers:

- eGifts are delivered immediately
- eGifts incur no shipping costs
- eGifts can be personalized
- eGifts integrate well with email marketing and social media
- eGifts can be fulfilled in a variety of creative ways

DimpleDough eGift is sold directly and also distributed by several leading processors, including First Data Corporation, throughout North America. For more information about DimpleDough and the eGift application please visit: <http://www.dimpledough.com>

### **About DimpleDough Inc.**

DimpleDough is a private company based in Independence, Ohio whose Card Management Platform connects merchants and customers through innovative card delivery applications – often involving integration with Value-Added Resellers and strategic partners. DimpleDough's customers include top tier financial institutions, aggregators, and retailers including American Express and AMC Entertainment. Find DimpleDough online at <http://www.dimpledough.com> or follow us on Twitter at <http://twitter.com/dimpledough>.

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