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Contact: Paul Allen
tel: 216-269-9175
pallen@dimpledough.com

DimpleDough Releases Total Corporate Gift Card Management Solution

Allows corporate gift card managers to automate complex B2B ordering, manage corporate accounts with minimal IT involvement.

Independence, OH - 26 May 2010 – Today DimpleDough announced that it has launched a new application that streamlines corporate (B2B) gift card program management by consolidating all administrative functions within a single, easy-to-use SaaS application. The new DimpleDough Corporate Card Solution enables retailers that already sell corporate gift cards to offer short-run custom and personalized gift cards in addition to standard cards, and to track and manage an unlimited number of card programs. The Corporate Card Solution is now available to DimpleDough's clients, partners, and new customers.

For most retailers, the process of fulfilling corporate card orders can be disorderly, time consuming and expensive. Corporate customers typically make inquiries by telephone, email, or fax, and card managers must respond to these inquiries, provide details including pricing, discount, promotions, and minimum order information, and then forward card orders to a fulfillment partner. If retailers allow card co-branding, the gift card manager must collaborate with the customer to design the custom card and then produce and send a print-ready file to the fulfillment partner. For card orders that are shipped inactivated, card managers must await contact from the customer, and then contact the fulfillment partner to activate the cards.

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The DimpleDough Corporate Card Solution resolves these inefficiencies, lowers overall corporate card program costs and enables card managers to control all aspects of their card programs via a unified card management dashboard.

Features of the DimpleDough Corporate Card Solution include:

- Full integration with processing and printing partners
- Centralized card ordering through a branded website
- Automated pricing, discount, promotions, and minimum order information
- Management of authorized users and payment terms
- Batch activation
- Easy card customization flow for issuers or customers
- Multiple ship-to addresses
- Personalized card carriers
- Option to deliver cards virtually as eGifts

"Surprisingly, most large corporate card programs are still run manually, with orders placed by phone and fax, and tracking done in Excel" says Shawn Barrieau, CEO of DimpleDough. "Because the process is manual and uncoordinated, issuers often ship cards that haven't been paid for. Our new Corporate Card Solution not only ensures that cards have been paid for before they're shipped, but the technology finally makes it cost-effective for retailers to offer short-run custom and co-branded corporate cards."

DimpleDough's Corporate Card Solution plugs into the DimpleDough Card Management Platform, which provides advanced card program management capabilities including: e-commerce, fraud prevention, order management, creative control over templates and designs, and online photo service integration. The Corporate Card Solution can also be used as a stand-alone application.

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The DimpleDough Corporate Card Solution is sold directly and also distributed by several leading processors, including First Data Corporation, throughout North America.

More information about DimpleDough's Corporate Card Solution can be found at <http://www.dimpledough.com/corporatecard>

About DimpleDough Inc.

DimpleDough is a private company based in Independence, Ohio. The 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. Find DimpleDough online at <http://www.dimpledough.com> or follow us on Twitter at <http://twitter.com/dimpledough>.

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