Press Release

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GroupCard launches World's First Collaborative Gift Card Service

Users can contribute to a group gift that is redeemable for an Amazon.com Gift Card

Menlo Park, CA, May 28, 2008 – GroupCard (www.GroupCard.com), the collaborative greetings Web site, announced today the launch of GroupCard Gifts, a feature that allows individuals to go online to collectively send a gift from the whole group along with their GroupCard. **GroupCard Gifts are redeemable for an Amazon.com Gift Card, which can be used to purchase millions of items available on Amazon.com.** GroupCards can be circulated online via email or Facebook, making them a fast and easy way for contributors to sign the card from anywhere in the world. With graduation and Father's Day coming up, GroupCard is an easy way for families and friends to come together to acknowledge the special grads and dads in their lives.

"It was truly an amazing experience," remarked GroupCard user, Cher Nelson, who started a card for her son-in-law, Tim, who recently was awarded the Purple Heart for his service in Iraq. "Dozens of people from around the country contributed to Tim's GroupCard Gift, and, surprisingly, we collected $125. After he got his card, he called close to tears, saying it was the best thing he'd received in the 15 months he's been in Iraq."

According to the Federal Reserve, the gift card industry is estimated at more than $46 Billion. GroupCard takes the familiar real-world experience of sending a group card or gift card and puts it online, making it the first and most popular collaborative gift card service. GroupCard launched in late 2007 and has delivered more than 50,000 GroupCards in 2008. The company has grown virally via word of mouth and email across offices, homes, and college campuses around the world. The service now boasts hundreds of card designs with themes from birthday to babies to get well, that allows groups like families, friends, or coworkers to send a group greeting for just about any important personal event.

"We are excited to team up with GroupCard" said Marcell King, Senior Manager of Amazon corporate gift cards. "This is a great example of how embedding Amazon.com Gift Cards into a gifting program can bring additional value to customers and clients."

"People passionately appreciate the product we've built. We are thrilled about how fast GroupCard is growing, and we are now encouraged by early interest in GroupCard Gifts." said John Anderson, CEO of GroupCard. "**We chose to launch with Amazon.com Gift Cards because the Amazon Gift Card Web Services platform allowed us to create a flexible collective gift that people love to give and recipients love to receive."**

Starting a GroupCard is free, and it's easy for everyone to use:

1. One person (the creator) initiates the card on the GroupCard.com website, choosing from hundreds of designs.
2. The card is then circulated via email and other web alerts (such as Facebook). Each contributor is invited to sign by adding a personalized message with unique fonts and pictures.
3. Each card signer may optionally contribute to the GroupCard Gift. Gifts can be of almost any amount, and individual contributions are kept anonymous. Each payment is quickly and securely transacted online via credit card or PayPal.
4. **On a pre-set delivery time, the GroupCard is delivered to the recipient, who may then redeem the GroupCard Gift for an Amazon.com Gift Card.** The recipient may then also send a thank you note to all the contributors via the GroupCard.com Web site.

About GroupCard

GroupCard is the world's first collaborative gifting and greeting Web site. The product was prototyped as a tool for students at Stanford University to circulate group thank you cards to professors. Word of the product spread, and the company was officially founded in late 2007. GroupCard has since attracted seed funding from high profile Silicon Valley investors and advisors from PayPal, Slide.com, and Evite. The company's founders include a former general manager from eBay and the creators of ZingFu.com, a popular online photo expression service.

For more information on and examples visit GroupCard and www.groupcard.com/buzz