

For more information:
Lauran Driver
Porter Novelli
512-241-2236
Lauran.driver@porternovelli.com

Last Minute Mother's Day Greetings from the Whole Family - GroupCard

Greetings from the group - Families around the world can now come together online to sign a Mother's Day card for mom

Menlo Park, CA, April 8, 2008 – GroupCard, a new online service, allows family members to come together online to sign mom's Mother's Day card. Families around the world are using the Web site, which virtually re-creates the familiar "group office card" experience. Whether your brother is stationed overseas, your sister is traveling abroad, or the nephews are living across the country, each can log on to sign mom's GroupCard by adding a picture and a personalized message. GroupCard is free, eco-friendly, and with just two days before mothers' day, it is practically the only way everyone in the family can add their sentiment to a single special greeting for mom.

GroupCard User Response

"Our mother (grandmother) only gets to see the family together once a year. And this was a great way to include all our sentiments in one place. She's in Lawrenceville, GA, and with GroupCard, we pulled together a card from nieces, nephews, brothers, and sisters from across the country." Garry, GA

"I enjoyed starting the card for mom, and my siblings found it fun and easy to add their personal messages. Most importantly, mom is going to be totally surprised when she opens her inbox and views the card with the messages from all of us."

Jason Monetgue, Milwaukee WI

From the Founder

"We took an extremely familiar offline experience and virtualized it in a way that enables easy collaboration and personal expression" Said John Anderson, co-founder & CEO of GroupCard. *"We started by addressing a pain point known well in the office environment, but it turns out that we've uncovered a much broader market."*

Because it's all done online, GroupCard frees the familiar notion of the "office group greeting" to spread beyond the boundaries of physical cards and offices. With GroupCard, a single greeting can be signed by friends, family, and coworkers from around the world. To serve this broader use, GroupCard offers free designs for a broad range of personal events, from birthdays to get-well, engagement, and baby congratulations.

To use the service, one person (the card creator) chooses a design, starts the card, and then virtually passes it on to contributors. Contributors are alerted via email or facebook and invited to add their personal pictures and messages to the card. On a pre-set delivery time, the recipient receives a link to his or her GroupCard, which when opened, looks like a physical card and contains a permanent collection of personal sentiments from the whole group.

More than one hundred thousand people use GroupCard every month. To date the company has delivered more than 50,000 online greetings signed by hundreds of thousands of friends, families, and coworkers. Cards have even been received by notables such as the famous rapper BowWow, who had more than five thousand signatures on his twenty-first birthday card and Elizabeth Edwards, who received a GroupCard signed by hundreds of caring women inspired by her battle with breast cancer.

About GroupCard

GroupCard is the world's first collaborative gifting and greeting Web site. The product was prototyped in 2007 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.

###