



GiftWoo Launches Curated Subscription-Based Gifting Service for Men

FORT WORTH, TX – April 10, 2012 - GiftWoo aims to take the lead in the gift suggestion market with technologically-backed recommendations to help men choose gifts tailored specifically to their partner's personality and tastes.

Gift recommendation engine GiftWoo is launching its subscription-based service today at GiftWoo.com. The site offers men the chance to purchase regular gifts for their partners by recommending gifts based on an algorithm that compiles and learns from women's personalities and preferences. GiftWoo learns product preferences based on personality and objective self-awareness over time so that each gift is more thoughtful than the last. The service is set up to help men foster better relationships through periodic and thoughtful romantic gestures.

GiftWoo is powered by the company's Pair Engine, which combines personality trait data mining, machine learning and sophisticated models of preference that predict what product an individual, in this case a female romantic partner, will like.

When co-founders Jose Vicente Ortega and Ken Shetter developed the idea that eventually grew into GiftWoo, they researched the psychology of gift giving and quickly found that it is an area where men and women differ greatly. According to Ortega, "Women actually respond much differently to gifts than men do. They appreciate regular gifts, especially if there is no special occasion. Of course, as men, we can forget this or simply don't have the time to shop for our wives or girlfriends, which is why we created GiftWoo: to make regular gift giving simple without losing the thoughtfulness." Shetter indicated the company is tapping into brain science, "Receiving an unexpected, thoughtful gift actually stimulates areas of the brain that register love and bonding."

When a member initially signs up for the GiftWoo service, he is taken through a short, image-based quiz that works to determine his partner's taste preferences before it suggests a gift for her. For a monthly fee of \$29.95, a new gift based on these preferences is shipped each month with the option to skip or cancel at any time.

“Studies have shown that women who receive regular, thoughtful gifts feel more secure in their relationships and are ultimately happier with their partners,” Ortega continues, “and we want to help men, who are sometimes pretty clueless, get to that happy place.”

The GiftWoo team has expertise in modeling, social cognition, sociology, engineering and applied machine learning. GiftWoo is based in Fort Worth, Texas. For more information, and careers at GiftWoo, please visit www.giftwoo.com.

GiftWoo Press Contact

Name: Jose Vicente Ortega

Phone: (813) 444-3896

Email: press@giftwoo.com

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