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## **Jifiti Makes Greeting Cards Even More Thoughtful**

*Digital greeting cards just got a lot more meaningful on Americangreetings.com with the ability to attach a thoughtful gift from leading retailers such as Barnes and Noble, FTD Flowers, Best Buy, Amazon, Brookstone, Toys R us and many more.*

Jifiti, the leader in gifting solutions, announced today that American Greetings, a leader in the greeting card category, launched its proprietary gift market solution on Americangreetings.com. As of today, users sending an electronic greeting card will have the option to select a gift from leading retailers and attach it to the digital greeting card. The recipient is able to accept the gift by inserting his or her shipping address, or even modify the gift before it is shipped.

“American Greetings and Jifiti share the vision of creating a more personalized and meaningful digital experience” said Yaacov Martin, Co-Founder and CEO at Jifiti.com. “American Greetings does an exceptional job at creating expressions of happiness, laughter and love. Jifiti compliments that purpose by allowing users to invest in that relationship in a meaningful way by attaching a thoughtful gift. We’re proud to be working with American Greetings on making thoughtful gifting easy, simple and fun.”

Jifiti’s gift market allows the sender to browse through top-selling gifts and filter them by retailer, gender and age of the recipient and budget. They can also search for a gift in the gift market. The purchase takes place within the greeting card flow without having to leave the site at any point in the process.

“We are looking forward to bringing the Jifiti gifting technology to our eCard members,” said Neal Applefeld, General Manager at American Greetings. “For decades, our digital greeting cards have helped make celebrations special. With the addition of personalized gifts enabled by Jifiti, our members can make their meaningful connections even more exciting.”

### **About Jifiti**

Jifiti is the leader in gifting solutions for leading national and international brands. Its innovative services eliminate common gifting barriers by allowing shoppers to send gifts to their loved ones without having to commit to details such as shipping address, size, color or style. The gifting service has been successfully implemented as a gift registry as well, substantially increasing gift purchases and eliminating gift returns.

[www.jifiti.com](http://www.jifiti.com)