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GAPTION, BRINGING THE FUN OF SHOPPING TO SOCIAL NETWORKING

23 JANUARY 2015 - *Gaption.com* is an upcoming Social Media Platform that combines a complete Social Networking Environment and an Online Marketplace into one. The Beta version of the platform is now available for testing and invitations are exclusive.

This platform enables individuals, merchants or entrepreneurs, SMEs and large organizations to share updates, pictures and links like any other social networking site but with an added bonus. Merchants of the platform can capitalize on its e-commerce capabilities as they are able to share products or services as a post instead of an advertisement to other users whilst communicating and engaging with them without the need of a technical wiz.

Gaption.com does not charge additional advertising fees. Only successful transactions will be charged a minimal fee and users of the platform can utilize other functions offered as well such as billing, order handling, tracking and other marketing capabilities.

Users who are interested to buy can directly purchase the products from the news stream via a simple one step purchase process and pay for the products via a credit card, PayPal or Stripe which must be registered on the platform along with their mailing address. The payment information provided will be kept secured.

Gaption.com is a start up by three friends, Kenneth Ho, Benjamin Tan, and Wallace Ho. They wanted to shake up the social networking industry by introducing a platform unlike any other. They were inspired to create *Gaption.com* as they believe that it could help individuals and business owners to sell their products with the option of 'marketing without advertisements'.

"It started out as a problem a friend was facing from the music industry. It was extremely difficult for up and coming musicians to gain a breakthrough and continue doing what they love. Reason to this is simple - They can't earn enough money to sustain what they love doing. And due to the fact they're starting out, it's even more difficult to generate a steady source of income. As a result, these artists are either forced to do what they love part time or 'try' to do what they love full time, while struggling to make ends meet. Hence the idea came about - why not help them by creating a platform that allows them to share their music with the world whilst sharing their success with their fans," said Kenneth Ho, Co-Founder of *Gaption.com*.



“We also realized that other than musicians, this idea could work for other individuals and small business owners as well who cannot afford to spend millions on advertising fees,” said Wallace Ho, Co-Founder of *Gaption.com*.

“Although Gaption could be used by many individuals and business owners to gain more exposure, we wanted to make it a lot more special and personal by rewarding users via their social activities.” said Benjamin Tan, Co-Founder of *Gaption.com*.

Users are remunerated via their social activities that resulted in a sale or a lead of products by the Merchants. This monetary reward is borne by Gaption and not the Merchants. The income that the users have earned can be used to offset product prices, to get extra discounts or they can opt to withdraw the money from the account.

Gaption.com is an exciting new platform that offers a clean layout without the distraction of pop up advertisements and it is also extremely user friendly as it caters to the booming self-employment and entrepreneur marketplace.

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About Gaption

Founded in 2013, Gaption is a privately owned company that focuses on creating equal opportunities for people whilst giving them a platform for their voice to be heard. Inspired by the thriving social networking environment and e-commerce, this two-in-one platform empowers people to discover, share and connect with people and organizations they care about more effectively and securely. Signing up is free and users are able to interact with people in a secure and trusted environment globally.

**GAPTION
CORPORATE COMMUNICATIONS**

Wallace Ho

Tel: +601- 213 3239

Email: wallace@gaption.net