

## Maritz Launches eGift Cards Leverages Giftango Platform

PORTLAND, ORE. AND ST. LOUIS (Nov. 28, 2011) - [Giftango Corporation](#), the digital eGift card company redefining the standards of gift cards, today announced its selection as the eGift Card platform for Maritz Motivation Solutions. Maritz is leveraging Giftango technology to introduce digital gift card solutions into the employee reward, incentive and loyalty programs it manages.

Maritz Motivation Solutions powers recognition, incentive and loyalty programs for many of the largest companies in the world. Gift cards have long been a popular reward option in the programs they manage.

"Digital delivery of gift cards allows us to instantly deliver value to participants," explained Mike Donnelly, VP, General Manager, Maritz Motivation Solutions. "eGift Cards also allow us to continue to provide new and unique services and products to our clients. Delivering a digital version of a gift card to email and mobile devices is a terrific enhancement to the participant experience."

Giftango provides digital eGift fulfillment for 125 leading brands on behalf of channel partners such as Maritz. The digital cards are delivered as a secure URL in an email and printed or displayed from a mobile device. Either form factor of the eGift Card may be redeemed at a merchant's brick and mortar location or online.

"Maritz is the trusted partner behind some of the most recognizable incentive and loyalty programs in the world. They innovate and produce impressive results for their clients," said David Nelsen, Giftango, CEO. "The opportunity to work with leaders in this industry allows us to speed the evolution of digital gifting. There are many exciting advancements on the horizon that we will get to explore alongside Maritz."

### **About Maritz Motivation Solutions**

Based in St. Louis, Maritz Motivation Solutions is part of the Maritz family of companies. It offers full-service reward and recognition, sales incentive and channel loyalty programs to US and global companies. Maritz Motivation Solutions delivers best-in-class rewards and fulfillment services, including purposefully-chosen merchandise and experiences that excite, motivate and recognize people. The people who work for Maritz Motivation Solutions are dedicated to being the best in the business, fun to work with and their clients' most valuable ally.

### **About Giftango**

Giftango Corporation, founded in 2005, has redefined gifting with their innovative delivery of digital eGift Cards to email and mobile phones. Merchants utilize the Giftango platform to power e-commerce sales, a wide variety of promotions, and distribution through Channel Partners.

Giftango's Channel Partner solutions give loyalty and incentive companies the ability to add eGift Card fulfillment to their existing user interface for a wide variety of national brands. Giftango is integrated with

fifteen gift card processors and has patent-pending technology. Giftango delivers digital eGift products across more processors and brands than any competitor in the market.

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Images are available upon request.

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