



For Immediate Release

## **Apprema Launches Micro Gifting and Social Gifting at TechCrunch50**

**Sunnyvale, CA, September 8, 2008** -- Apprema today announced the launch of its innovative social gifting, group payment and delivery service at TechCrunch50 in San Francisco.

During these challenging economic times, consumers still want to send gifts (though perhaps not as lavish) and are looking for good value, while retailers are doing their best to provide cost-effective gifting options. Consumers are also managing many of their important social and business relationships online, as demonstrated by the success of social networking sites like Facebook, MySpace and LinkedIn. These new social consumers require a way to give great gifts with value, and need a way to buy, deliver and share those gifts online.

### **Apprema's Answer: Micro Gifting**

Apprema lowers the cost barriers to giving great gifts from top retailers like Starbucks, iTunes, 1-800-FLOWERS and many others by offering Micro Gifts, gifts that cost as little as \$2.

Apprema CEO Mark Schreiber, citing a recent analysis by Lightspeed Venture Partners, said, "Apprema Micro Gifts have real value, unlike Facebook's virtual gifts, and are a lot more fun to give and receive. We expect the revenue potential for Micro Gifts to rival that of Facebook's virtual gifts in the coming year."

Lightspeed concluded that Facebook's \$1 virtual "gifts" (similar to Emoticons) would yield between \$28 million and \$43 million in the coming year. Schreiber said, "These results demonstrate that there is an untapped market for sub-\$10 gifts, and we are offering a lot more than virtual jpegs. Our gifts have real value, like songs from iTunes, Frappuccinos from Starbucks, and ice cream from Cold Stone Creamery."

### **More Elements of the Gifting Revolution**

Apprema's Gift Cards+ enable consumers to send gift cards from top merchants, and allow them to select and include an actual item from that merchant. For example, a user can purchase a \$15 iTunes gift card and Fergie's latest CD.

Apprema's exclusive Pay Manager eliminates obstacles commonly associated with group gifting. After selecting a gift and providing other group gift participants' e-mail addresses, Pay Manager handles payment reminders and processing for significant savings in time and optimized good will among participants.

"The Apprema Gift Delivery Network will become the new FedEx of online gift delivery," Schreiber said. "With the GDN, consumers can send gifts via e-mail or the Apprema Gift Box, a widget they can download to their social network of choice. Apprema GDN gifts are not the ho-hum and drab buy-and-confirm text experience. Consumers can dress up their gifts in designer e-Wrap personalized for immediate impact."

### **About Apprema**

Founded in 2007, Apprema ([www.apprema.com](http://www.apprema.com)) has developed a first of its kind, easy-to-use online payment and delivery platform for e-mail and social gifting. With its exclusive and patent-pending Micro Gift, Pay Manager (Group Payment), Gift Cards+ and Gift Delivery Network (GDN), Apprema's Gifting 2.0 platform, Apprema addresses a number of obstacles facing consumers who wish to do their gifting and delivery online.

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