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San Francisco Sept 08 2008

Gift Registry and Wish list make way, pKaboo! is here.

Gifting is an eternal problem. However well a person knows the recipient, finding the right gift for a family member, a co-worker, a boss or a loved one can sometimes be a harrowing experience. myFavz.com solves this problem through it's patent pending web application "pKaboo!".

What is pKaboo?

pKaboo! is our new, patent-pending wish list concept. The best part about it is that, you do not have to create a wish list at all! Just register as a member , invite your friends and you're ready to go.

The Games of pKaboo! :

There are four Games of pKaboo

1. **Ask for a Hint:** Gift givers can anonymously request hints to find the perfect gift. The recipient replies by providing info for the question asked. The gift giver uses that information to spring start a search for the perfect gift idea.
2. **Send a Shopping Bag:** Gift givers can anonymously request the recipient to select a gift within a price point .The recipient adds images of actual products desired, to Send a Shopping Bag and sends it back to the giver. Thus, the giver buys the perfect gift for a recipient, befitting his own budget.
3. **Find the Perfect Gift Card:** Thinking about giving a gift card? Why give any store gift card when you can anonymously find out the recipient's current favorite brand gift card.
4. **Total Surprise:** Gift givers can anonymously purchase actual products desired by the recipient without the knowledge about the product. Additionally, the recipient does not know who sent the gift. myFavz tracks & discloses the information to both of them

on the day of the event. Thus, it is a total surprise for the gift recipient and the gift giver as well.

How does it work?

When gift givers play any pKaboo game (i.e. send a pKaboo request to the recipient), the gift givers identity is hidden from the recipient. The giver fills in the required info like

1. the recipient's email address(from his network of approved friends)
2. the date and type of the event (i.e. birthday, Christmas, anniversary, etc.),
3. question to be asked to ask the recipient (like: who is your current favorite red sox player? Which latest novel would you like to read on your birthday? Etc.)
4. Add a notional value of the gift (for send a shopping bag game only). The gift giver adds a notional value to the send a shopping bag request. The purpose of this feature is to enable the giver to buy the the perfect gift befitting hi own budget.
5. Real gift card value (for the Total Surprise game only) Givers buy and anonymously send an actual monetary value amazon.com gift certificate to the recipient.
6. An e-card: Users can add free or premium e-cards to the message to make it more personal .

When the giver clicks send , the recipient sees the request made and takes the appropriate action by replying back to the giver. The giver sees the reply and uses that info to buy the perfect gift. The identity of the gift giver is disclosed to the recipient, by default, on the day of the event. myFavz thus brings back the twin elements of **joy and surprise** into the whole process of gift giving and gift receiving.

Can I play pKaboo with somebody who is not in my network?

Yes you can. You can add the recipient's email address in step 1 of any pKaboo game. But you also need to add how you know this person (i.e. school, college, work, etc) and provide more description (i.e. name of the institution, school, college, place of work, etc.). The purpose of this feature is to make sure that the recipient feels comfortable replying to your anonymous pKaboo. This also helps from your request being marked as spam and deleted by the recipient. Cool, isn't it!

How does Total Surprise work?

In order to play the Total Surprise Game the gift giver fills out the required info and then buys a real value gift card from amazon.com for the gift amount. The gift card is emailed by amazon.com to the recipient's email address provided by the giver. The giver **must make sure not to add his email address on the amazon.com gift card product page.** This takes away the surprise element of the game. The recipient searches for products on **myfavz.com**, makes his selection & adds it to the myFavz shopping cart and makes a purchase with the amazon.com gift card. myFavz.com tracks and stores the information about the purchase.

The giver does not know the gift purchased and the recipient does not know who sent the gift. myFavz discloses the information to both of them on the day of the event. Thus, it is a total surprise for the gift recipient and the gift giver as well.

What is wooMe?

wooMe! (aka convince me!) is our new, patent-pending word of mouth recommendation concept. Users can anonymously find products & hot deals based on anonymous recommendations from your friends and the myFavz community.

How does it work?

To play the wooMe! game you have to ask shopping questions (like which digital camera should I buy?, a christmas gift for my boss, etc.). Your identity is kept hidden from everybody. This wooMe request is then broadcasted to the entire myFavz network. The recommendations made by other users are anonymous also. When you have got your perfect answer, click on the "I'm wooed" (aka I'm convinced!) button next to the answer and bingo! the identities of all the users who made a recommendation as well as yours are disclosed to everybody.

Is pKaboo! and wooMe! completely anonymous?

Certainly not. The identities of all the users concerned will be disclosed to all on the day of the event for pKaboo! or the day of expiry for wooMe!

What are the benefits of pKaboo! & wooMe!?

pKaboo! & wooMe! games help users removes the inefficiencies associated with the process of shopping and gifting. It also brings back the twin elements of **joy and surprise** into the whole process of gift giving and gift receiving.

Benefits to Users

- Saves time, gas & money by helping users find and buy perfect gifts for anyone and any occasion befitting their own budget.
- No need for creating and maintaining a long and lofty wish list.
- Reduces merchandise returns at retail stores thus reducing wastage of resources.
- Environmentally-friendly concept that helps users reduce unnecessary road trips to the shopping mall.

About myfavz

myFavz.com is a **social shopping service** in a fun and innovative format, with **patent pending** features. Among other exciting features, users will be able to explore and share cool new product ideas, get personalized shopping suggestions and create and communicate instant wish lists. This is a self funded web 3.0 startup in beta mode and is based in Somerville, MA. myFavz was founded in june 2008 by husband & wife team of Apurva Jobalia and Rinku Jobalia.