

Giftango Raises \$5 Million in Series B Capital

Now representing several hundred brands, Giftango brings in additional growth capital

PORTLAND, OR., - October 7, 2010 – [Giftango Corporation](#), the leading digital virtual gift card company, today announced it has closed more than \$5 Million in Series B financing from Taylor Corporation with participation from Series A Investors. Giftango plans to use the proceeds to continue its growth and expansion into the popular digital eGift card market.

Giftango's CEO, David Nelsen said, "We continue to forge new ground with innovative products in the virtual and mobile market for stored value, this additional funding will allow us to scale our services to yet another level."

This funding was made on the heels of two recent announcements by Giftango including:

- The August release of Giftango's first-to-market platform made for the Incentives & Loyalty industry.
- The September release of the first-to-market Mobile SDK allowing developers the ability to issue national brand gift cards via their mobile apps.

Glen Taylor, CEO of Taylor Corporation and new member of Giftango's Board of Directors said, "Giftango has an innovative team that is creating new products which are changing the landscape of the stored value market. We are excited to participate in the future of this change with an energetic and talented team."

Giftango is the leading service provider in this space now supporting 10 stored value processors, and hundreds of merchants for virtual eGifting.

About Giftango

Giftango, is the digital eGifting Solutions Company. Giftango offers a number of platforms for merchants, resellers and mobile developers for their eGift card programs. Giftango is integrated with ten gift card processors and has patent pending technology focused on security, deliverability and management of stored value solutions. Through Giftango, merchants can manage channel sales, offer promotions and track deliverability and statistics never before available in stored value. Channel partners can manage sales and distribute across a variety of stored value processors and merchants from a single cohesive Admin and programming toolset. Giftango offers services to national brand merchants including Cabela's, JCPenney, Lowe's®, Nike and Zappos.com. To learn more about Giftango, visit www.giftango.com.

About Taylor Corporation

Taylor Corporation, one of the largest privately held companies in the United States, provides innovative products, technologies and services that focus on the evolving needs – personal and business – of more than half of the Fortune 500 companies and millions of small businesses and consumers around the

world. With more than 80 domestic and foreign subsidiaries, Taylor is recognized as one of the top 10 graphics communications companies in North America, delivering what matters most to its customers.

www.taylorcorp.com

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