



## Grass Roots Selects Giftango, Launches Digital Gift Cards

Portland, Ore., November 1, 2011 - [Giftango Corporation](#), the digital eGift card company redefining the standards of gift cards, has been selected by Grass Roots to introduce digital gift cards into their employee, channel partner, customer and prospect programs.

Grass Roots work to maximize the engagement potential for their clients using a combination of proven and pioneering techniques. Gifts and gift cards are proven tools for motivating people. Through partnership with Giftango, Grass Roots will be leveraging instant delivery of gift cards to a consumer's mobile device and email as part of new initiatives within:

- Loyalty programs
- Loyalty portals
- Triggered e-Communications
- Reward sourcing and fulfillment
- Customer satisfaction research and measurement
- Mystery Shopping
- Employee engagement and learning programs

"Giftango's platform is a perfect fit for Grass Roots-- it was clearly built for our industry," said Tony Atkinson, President and CEO at Grass Roots America. "It addresses the pain points typically associated with gift card fulfillment, and allows us to launch creative, flexible offerings with confidence that the consumer experience will be second-to-none."

"We are excited about the partnership with Grass Roots," stated David Nelsen, CEO at Giftango. "They are an innovative company that will leverage digital gift cards and products to enhance the consumer experience and motivate people."

### **About Grass Roots**

Grass Roots is the only truly global company in the Incentive , Recognition and Loyalty industry with operational entities in the Americas, Europe, Middle East and Asia Pacific. Grass Roots owns 27 offices around the globe staffed by Grass Roots people. They understand human motivation, they inspire and engage people, they change behavior and create the cultures that organizations need to build Working with Grass Roots brings all the security that comes from being part of a full service international business improvement services group which understands the local legislation, tax, business ethics and cultural complexities. They "think global and act local". [www.grgamericas.com](http://www.grgamericas.com) Grass Roots has over 30 years of experience designing and delivering recognition and incentive programs that achieve real results.

**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.