



Giftango Adds Physical Gift Card Delivery Option to Turnkey Solution Vantiv Merchants First to Launch

Portland, Ore., October 27, 2011 – [Giftango Corporation](#), the digital eGift card company redefining the standards of stored value delivery, today announced enhancements to their enterprise digital gift card and stored value promotions platform that greatly extend e-commerce gifting capabilities. These changes represent the first platform to elegantly combine plastic gift card sales alongside a high-end digital ecommerce engine.

Giftango's Premium Turnkey solution offers a unified customer interface supporting both digital and physical gift card orders in a single shopping experience. The solution, allows a shopper to purchase eGift cards that feature multiple card designs, delivery to email and SMS, and allow for a personal message to the recipient. Giftango's integration with Card Fulfillment Services, a division of Travel Tags Inc., allows customers to select from multiple physical gift card options for delivery via mail, as part of the same shopping experience.

"Our integration with Card Fulfillment Services allows Giftango to add industry leading plastic gift card fulfillment options to our Premium Turnkey Solution," said David Nelsen, Giftango CEO. "We are happy to introduce a complete solution into the marketplace that allows merchants to offer a consistent, user friendly, experience for plastic gift card and eGift purchases."

The first to benefit from the enhanced features is a national merchant leveraging the Vantiv Stored Value platform. Vantiv LLC, formerly known as Fifth Third Processing Solutions LLC, is one of the largest providers of payment strategies and technology solutions for businesses and financial institutions. Giftango assimilates to the Vantiv platform allowing for instant gift card activation, eGift Card features such as balance check, reload capabilities and customer service functionality within the Giftango Merchant Administrative Toolset.

Giftango powers e-commerce solutions for more than 300 merchants in the U.S. and Canada. Giftango's list of leading gift card brands delivered through distribution partners exceeds 100.

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.

About Vantiv, LLC

Vantiv, LLC is one of the leading providers of payment strategies and technology solutions for businesses and financial institutions of all sizes in the United States. Formerly known as Fifth Third Processing Solutions, LLC, since 1971, Vantiv has built strategic partnerships with its customers, helping them become more efficient, more secure

and more successful. Headquartered in Cincinnati, Ohio, Vantiv, LLC is a joint venture between Advent International and Fifth Third Bank, a subsidiary of Fifth Third Bancorp (FITB).

Vantiv, LLC supports more than 400,000 merchant and financial institution locations and 12,000 ATMs in 46 states and 8 countries. Vantiv processes more than 11.4 billion ATM and POS transactions and nearly \$400 billion in debit and credit sales volume annually. Our subsidiary, NPC, is one of the largest providers of payment processing services exclusively focused on the small-to-medium merchant processing market. According to the Nilson Report (March 2011), Vantiv is the largest PIN Debit U.S. acquirer and third largest U.S. merchant transaction acquirer ranked by general purpose transaction volume. For more information, visit www.vantiv.com.

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Images available upon request.