



Giftango Corporation Names Tracy McFadden Wright as Director of Merchant Development and Promotions

Wright Comes to Giftango from InteliSpend Prepaid Solutions

Portland, Ore., October 3, 2011 - [Giftango Corporation](#), the digital eGift card company redefining the standards of gift cards, today announced the appointment of Tracy McFadden Wright as Director of Merchant Development and Promotions. Wright comes to Giftango from InteliSpend Prepaid Solutions, where she was the Vice President of Merchant Partnerships.

Wright had been with InteliSpend since its inception as American Express Incentive Services, a joint venture between American Express and Maritz Inc. She was responsible for growing the business to over 160 merchant relationships generating annual sales in excess of \$170 million.

In her role with Giftango, Wright will be assisting retailers and merchants with developing and launching digital gift card sales, delivery and promotion. Her experience in managing multiple disciplines with InteliSpend provides her with a broad perspective on the stored value marketplace. Her familiarity with merchants' gift card system goals and challenges allows her to design digital programs to best meet their needs in this fast moving environment.

"I'm thrilled to join the Giftango team during this exciting time in the stored value environment," said Wright. "The end-to-end solutions that Giftango provides to power digital platforms is the most technologically advanced in the industry and I look forward to partnering with merchants to continue advancing virtual and mobile options within stored value."

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.

#####

Giftango Corporation contact: Mike Fletcher, mike.fletcher@giftango.com, 877.443.8264 ext. 705.

Images available upon request.