

## What Is Elfster?

Elfster is the premier online service for group gift exchanges of all kinds, with easy-to-use tools and guides that make gift-giving easy, fast, and fun.

Secret Santas of all ages can use Elfster to organize and participate in gift exchanges, with features including one-click URL signup, a Facebook compatible invitation application, a fully-automated system for organization and inter-group communications, wishlists, and gift guides with direct links to online shops.

By harnessing the power of the internet, Elfster makes it easier than ever for families, coworkers, and communities both online and off to celebrate the spirit of giving.

### Elfster In Numbers *(estimate 2009)*

- + 1 million registered members
- + 1.7 million unique visitors
- + Over 250 000 visitors on Cyber Monday
- + 1.2 million gifts swapped

## Peter Imburg, Founder & CEO



In 2003, the Imburg family's yearly Secret Santa exchange had taken on a life of its own; the gift-giving had gone from a sweet holiday celebration to a massive effort involving eighteen relatives, four generations, three different time zones, one harried organizer... and a partridge in a pear tree.

A devoted family man and father of two, Peter Imburg saw the stresses spiraling and wanted to help. With the holidays he gave Secret Santa a tech-based boost, creating an online application that organized the exchange, communicated with participants, and gave the organizer – his sister – a much-needed rest. And within two years, it was clear he'd fulfilled an important need: the application had become a website, the gift exchange had doubled in size, and the hassle of organizing had become an effortless exercise in the joy of giving.

Today, more than thirty-five of Imburg's family members of all ages use Peter's website to celebrate the holiday season – and they're not the only ones. Debuting publicly as Elfster, a free online service and social network for group gift exchanges, Peter's creation offers organizing tools, gift guides, and a fully-automated system that takes care of the legwork of communication. With growing popularity based almost entirely on word of mouth, Elfster has provided a web-savvy generation with a fun, easy, and fashionably frugal way to give the perfect gift.