

Press Release

For Immediate Release

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SECRET SANTA GOES 2.0 WITH ELFSTER

San Francisco, Calif. (October 21, 2009) — This holiday season, harried Secret Santas can rediscover the joy of giving – with some much-needed help from their very own stable of elves-on-call. Elfster, a free online service and community that gives gifting a Web 2.0 upgrade, offers an easy-to-use online portal for group gift exchanges; from mailing and management tools to wish lists and shopping guides, Elfster takes care of the legwork to make gift-giving a fast, fun, and rewarding experience.

From office managers to super moms, people across the country are rediscovering Secret Santa and Yankee Swap exchanges as a fun and thrifty way to celebrate the holidays – but pulling names out of a hat is so last century.

Instead, Elfster brings the whole operation online, letting participants connect quickly and easily via a dedicated sign-up link, e-mailing list, or Facebook account. (For non web-savvy users or families who share an email address, flexible setup options let everyone join in the fun.) The site offers a variety of options for both traditional and charitable gift-giving, allowing users to connect with a variety of online stores and philanthropic organizations from one place.

By harnessing the power of the internet, Elfster offers a great way to connect and celebrate with friends, family, coworkers or online networks – whether you're in the same room, or on opposite coasts.

Elfster's suite of online tools include:

- + One-click URL signup for a large-scale gift exchange
- + Facebook-compatible application for easy invitations to online friends
- + Fully-automated system for organization and inter-group communications, so even the organizer can be surprised
- + Custom settings for privacy and flexible coordination of your gift exchange
- + Anonymous communication options, wish lists, and a Q&A feature that make it easy to give (and receive!) the perfect gift
- + Gift guides with direct links to online shops and great options for any budget
- + Facebook, Twitter, and Elfster blog updated frequently with gift suggestions, news, and more

The 12 Days of Christmas

To kick off the 2009 holiday season and help the harried shopper, Elfster will present it's annual 12 Days of Christmas gift guide, an editorial selection of 88 of the most unique gifts this Holiday season and featuring one-click ways to buy, wish list, or recommend a gift for someone else. The 12 Days of Christmas gift guide includes everything from electronics and home goods to books and beauty products, for a one-stop shop that lets users stuff the stocking of everyone on their list, and even better, win these gifts big entering a daily raffle.

About 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. With quick sign-up, customizable settings, built-in shopping tools and an automated organization system, Elfster makes it easier than ever for communities to connect, communicate, and celebrate the spirit of giving.