



For more information:

Jill Ellis
Arroweye Solutions, Inc.
312.253.9429
jill.ellis@arroweye.com

Tricia Ewald
Dig Communications
312.577.1766
tewald@digcommunications.com

Arroweye Solutions Revamps Amazon's Gift Card and Greeting Card Offering

More retailers taking advantage of company's digital on-demand platform

CHICAGO (December 14, 2009) – Arroweye Solutions today announced it is working with Amazon.com to update its gift card and greeting card program. In addition to printing and manufacturing gift cards on-demand, Arroweye offers a suite of premium gift card carriers, including occasion-based greeting cards, all fully customizable.

Amazon's new 'by-mail' gift cards and greeting cards, available online now, gives Amazon customers the ability to choose from more than 60 greeting card designs and add up to 16 lines of a personal message inside of the card.

In addition to enhanced gift card packaging and greeting card customization, Arroweye's program offers customers:

- **Quality:** Arroweye's patented on-demand technology provides best-in-class print quality.
- **Speed:** the gift card and greeting card can be ordered and shipped in as quickly as 24 hours.
- **Value flexibility:** gift cards allow for any denomination, from \$5.00 to \$5,000.00, giving the customer the ability to choose the exact value on the card.

"We're eager to work with Amazon on its gift card program and enable them to offer their customers an enhanced gifting experience," said Arroweye Chief Executive Officer Render Dahiya. "Giving a gift card is more than just handing over or mailing a piece of plastic – the greeting card presentation is very important for those looking to give a more thoughtful gift."

In addition to Amazon, Arroweye has recently expanded new services to other retailers that will enhance the gift giving experience.

- Arroweye now manages the front and back end online gift card production for OSI Restaurant Partners, LLC, which includes popular restaurants: **Outback Steakhouse**, **Carraba's** and **Bonefish Grill**. With Arroweye's patented technology, these restaurants now provide their customers with gift card customization, hundreds of gift card design options and premium carriers.
- **DSW**, **Gander Mountain**, **Ruby Tuesday** and **Texas Roadhouse** have recently launched Arroweye's Corporate Order Tool, which allows program managers to manage their corporate gift card business and place bulk orders online.

"Giving a gift card is more than just handing over or mailing a piece of plastic — the greeting card presentation is very important for those looking to give a more thoughtful gift."

Render Dahiya, Arroweye CEO

Businesses may also access the tool in a self-service mode to place and customize bulk orders directly from a retailer's Web site at discounted volume rates.

For more information, visit www.arroweye.com

About Arroweye Solutions, Inc.

Arroweye is a card marketing and production partner that provides just-in-time, highly customized plastic gift, incentive and payment cards and carriers. With a unique combination of web-based design tools and on-demand manufacturing and personalization capabilities, Arroweye is the only fully-digital manufacturer of plastic within the open- and closed-loop industry. The company also provides gifting solutions, including customized greeting cards, branded card communications programs and a suite of stored value gift card solutions. Arroweye was founded in 1999 and is based in Chicago, IL.