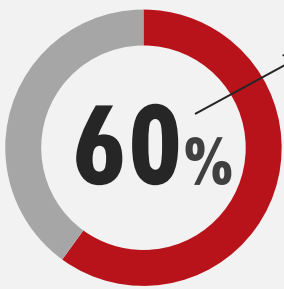


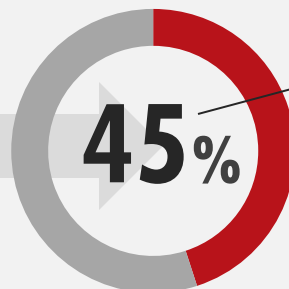
CONVERTING GIFT SHOPPERS - INTO BUYERS -

WHILE YOUR CUSTOMERS BUY YOUR PRODUCTS FOR THEMSELVES, **NEW DATA FROM LOOP COMMERCE** SHOWS THAT MANY OF THESE SAME PURCHASERS ARE NOT NECESSARILY SHOPPING FOR GIFTS AT YOUR STORE. THEY HAVE FOUND THAT THESE CUSTOMERS GO ELSEWHERE TO SPEND **FIFTEEN TO TWENTY PERCENT** OF THEIR TOTAL ONLINE PURCHASES TO BUY PRODUCTS AS GIFTS FOR OTHERS.

“HARD TO” GIFT



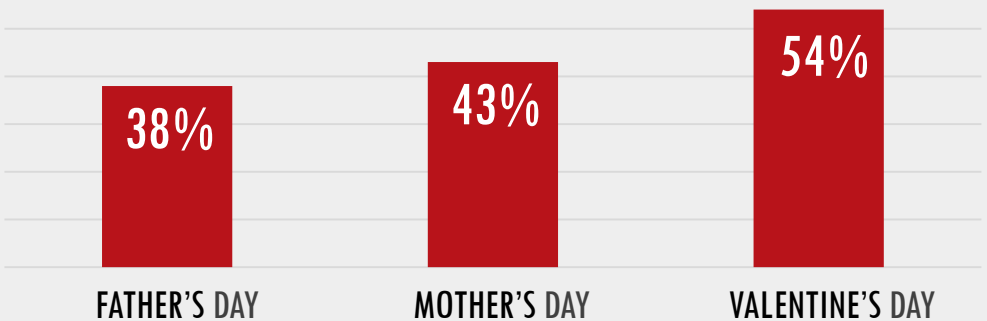
OF **E-GIFTS** ARE CLASSIFIED AS **HARD TO GIFT** SUCH AS APPAREL, SHOES OR JEWELRY



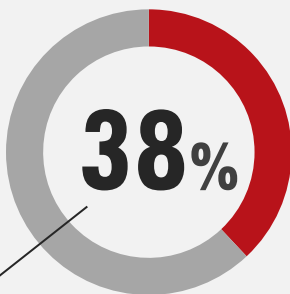
OF **E-GIFTS** ARE **EXCHANGED VIRTUALLY** BEFORE THEY SHIP

“LAST MINUTE” GIFTS

E-GIFTS PURCHASED THE DAY BEFORE OR ON THE **SPECIAL OCCASION DAY**

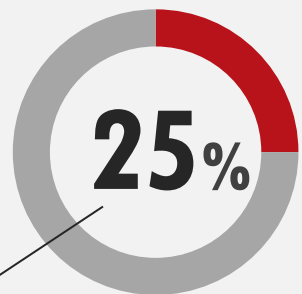


“BELATED” GIFTS



BELATED CHRISTMAS E-GIFTS PURCHASED FROM DEC 26TH - DEC 31ST 2014

“JUST BECAUSE” GIFTS



OF **JUST BECAUSE** GIFTS WERE E-GIFTS OVER THE LAST 12 MONTHS, INCLUDING HOLIDAYS