

## Arroweye Solutions, Inc. Announces Acquisition of CardintheBox

(CHICAGO, IL, January 12, 2009) - Arroweye Solutions, Inc., a market leader in solutions for the multi-channel retail industry that improve the consumer gift experience, is excited to announce the acquisition of CardintheBox. The acquisition expands Arroweye's Greeting Card with a Gift product line, a core offering of both companies, and enhances its ability to service a wide spectrum of retailers with a full suite of turn-key solutions.

The acquisition of CardintheBox brings together the leading players in the business of personalizing gift-giving. "CardintheBox adds value to our existing solutions and complements Arroweye's strength in Gift Card sales, production and fulfillment," said Render Dahiya, chief executive officer, Arroweye Solutions. "Both companies offer exciting products that enhance the consumer gift-giving experience and improve the retailer's bottom line. In today's tough economic environment, retailers are searching for ways to differentiate themselves without increasing costs. Our programs create new profit centers for merchants while our print-on-demand technology eliminates fulfillment and warehousing expenses."

"Our product lines allow merchants to create real value for their customers. Adding a greeting card to a gift item or personalizing a stored-value gift card provides consumers a unique and special way to make an online purchase more personal and customers have proven they are willing to pay for the service," said Jill Anderson, director of marketing, Arroweye Solutions.

"Leveraging a combined twenty-years of best practices will allow us to expand our existing solutions and create future products for the multi-channel retail and payment card industry. The acquisition of CardintheBox is one step in our long-history of growth to better service this market."

### Suite of Products:

Greeting Card with a Gift

Full-Service Gift Card Programs

Standard Gift Card Designs

Personalized Gift Card Designs

Standard Carrier Fulfillment

Greeting Card Carrier Fulfillment

Bulk Card Fulfillment

eGiftCards

Personalized Gift Labels

Gift Card Malls

### Business Services:

On-demand Digital Card Printing and Fulfillment

eCommerce Provider

Best-in-Class User Interface

Bulk/Corporate Card Order Tools

24x7x365 Client and Customer Support

Marketing and Creative Services



**About Arroweye Solutions:** Founded in 1999, Arroweye Solutions, Inc. offers technology based marketing solutions to multi-channel retailers. The company offers a full suite of customized products and services that add revenue to a retailer's business, eliminate costs and thrill consumers through a combination of best in class web interfaces, print-on-demand technologies, integrated fulfillment and operational excellence. Current clients include Macy's, Harry and David, Toys"R"Us, Border's, eBay, Fandango, Lowe's Home Improvement and many more. Arroweye Solutions is based in Chicago, IL. For more information, visit [www.arroweyesolutions.com](http://www.arroweyesolutions.com)