

## **SEPTEMBER 2011**

### **New Unique Group Gifting App Launches**

A brand new, one-of-a-kind group gift contribution app has officially launched in the UK, providing Smartphone users with an innovative way of buying presents for loved ones and revolutionising the way consumers request, give and receive gifts.

Today marks the end of the disappointment that often accompanies an unwanted gift, as a new lifestyle Smartphone app has officially launched nationwide. Grant My Wish is an application that has been launched by experience day website, Tellallmyfriends.com. The app allows the user to create a 'wish list' containing all the experience day activities they would like to receive for their birthday, Christmas or special occasion.

Along with reminding users of up and coming birthdays and special occasions, users can access the wish lists of friends and family members who are also using the app, and enables them to make a financial contribution to their lists, no matter how large or small, helping users who are unsure what to buy for friends and family.

Until at least Christmas 2011, the app's 'Genie' will contribute towards every single wish made through the app, meaning each user wish will be discounted by between 10-70%, setting each wish on its way towards the final sum of the experience. The genie contributions are essentially retailer discounts on each experience in partnership with Grant My Wish. An example of this is a supercar experience day, worth £120, to which the Genie will contribute £61, making the actual cost of the experience just £59.

Launched by lifelong friends and business partners, GrantMyWishApp.com is a 100% free Smartphone application. It is available to download from the iTunes app store and can also be downloaded via the Android Market. It aims to end the disappointment that accompanies an unwanted gift and the frustration of missing a loved one's birthday.

Much like the parent company, Tellallmyfriends.com, the Grant My Wish App features more than 100 experience day videos; meaning that users can watch the experience before deciding if they want to add it to their wish list or contribute towards buying it for a friend or loved one.

Grant My Wish has also integrated PayPal's One-Click payment system to improve the user's shopping experience with maximum security and convenience.

The new app will be running regular competitions, giving users the opportunity to win free experience days and significant contributions towards their wish list. The aim of the app is to eventually broaden the product range, allowing users to add additional items to their wish list and not just experience days.

Keji Giwa, founder and CEO of Grant My Wish and parent company Tellallmyfriends.com, spoke about the launch of the new app;

"I am very excited about the launch of the app. Our team have worked really hard on the app for many months now and we are all very proud of the completed product. We hope and believe users will take to it, as there is no other app available that offers the same group gifting service."

He continued, “We have all been on the receiving end of an unwanted gift and have no doubt been too polite to say anything about it; meaning the gift gets put in a draw and forgotten about. The Grant My Wish app can bring an end to that disappointment and ensure that, from now on, all those with the app will only receive a gift that they truly want. As the app is 100% free to use, there really is no downside to downloading it.”

Daniel Agoye, Co-founder and CFO also added,

“The biggest drag on UK’s economic growth at the moment is inflation. This is holding back consumer spending as household disposable income is increasingly squeezed. The Grant My Wish app aims to help people still enjoy giving and receiving gifts without breaking the bank. This way, consumers can spend money wisely and collectively where it will be most appreciated. The Grant My Wish app will help the nation justify their spending especially when they know they are contributing towards gifts that friends or loved ones really want without paying the full price.”

## **Notes to Editors**

### **About the founders:**

**Keji Giwa** - Founder & Chief Executive Officer:

Keji is responsible for the overall business and technology strategy for Tellallmyfriends. He holds a BSc (Hons) degree in Computer Science from Kingston University and his background is in sales, online marketing and project managing ecommerce and mobile commerce applications. His previous roles include business development manager and web project manager at award winning start-ups reevoo and moveme respectively.

Daniel Agoye - Co-Founder & Chief Financial Officer:

Daniel is responsible for the overall financial and operational strategy for Tellallmyfriends. He holds a BSc (Hons) in Management and Accounting and is a member of both ACCA and CIMA. His background is in financial and business management with key expertise in trust management. His previous roles include managing large trusts as a Trust Accountant at Vantis Group and was a Senior Auditor at Ernst & Young.

Keji and Daniel have been friends since they were 11 years old, they met whilst waiting to take an entrance exam for secondary school. They have always wanted to set up a business together, Tellallmyfriends is the fulfilment of that dream.

## **Press Contact**

Email: [press@grantmywishapp.com](mailto:press@grantmywishapp.com)

Telephone: 02075109550