



About Us

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Any Gift, Any Store, Any Site!

About MyGiftList.com™

MyGiftList.com offers online shoppers a full range of free services related to gift-giving for any occasion. MyGiftList.com makes it incredibly easy for members to find and share gift ideas and to purchase gifts online for Christmas, birthdays, anniversaries and other gift-giving occasions. In addition to our universal gift registry, we also offer reminders, greeting cards, message boards, and suggestions for gift ideas.

Our online gift registry is universal, meaning members are not limited to a specific list of stores - instead they can buy any gift from any store for any occasion. And, with our *Add to MyGiftList* button, it is easy for members to add items to their personal gift lists as they surf the web.

Online gift lists are easy to set up and fun to share - in a few minutes, members can establish a "gift list network" with their friends and families. Today it is difficult to not only remember every special occasion but to also find the best gift. At MyGiftList.com, every member becomes a Gift Hero™.

Affiliates

MyGiftList.com also offers an Affiliate Program for E-Commerce and service-oriented sites. Our program has various levels so that affiliates can participate at

a level which complements their online strategy and enables them to develop a more customer-focused site. MyGiftList.com Affiliates can offer their customers access to the most versatile, private online gift registry available without having to expend valuable time and staff resources.



Affiliates can also take advantage of viral marketing tools which allows them to keep their branding in front of their customers. And, because of our unique Viral Co-Branding™ technology, MyGiftList.com Affiliates are able to increase visibility to their customers and reach other online shoppers.

Experience that Counts

MyGiftList.com is backed by Netphoria, Inc., a nationally known web design and consulting firm established in 1994. Our team combines the unique talents of gift and marketing expertise with sophisticated, proven programming skills.

The Team

Brian Thorson is our President and CEO. With over 10 years of programming interactive multimedia projects and entrepreneurial management experi-

ence, Brian leads the MyGiftList.com team. Brian has grown Netphoria from a one-man operation into a profitable, team oriented, stable Internet consulting company with over 100 clients, and he plans to do the same with MGL.

Donovan Pfaff, Co-Founder and Vice President of Business Development, has more than 9 years of sales experience in the financial services and investments industry. He was also instrumental in helping Netphoria build its client base of over 100 national and international organizations.

Nitza Pfaff, Co-Founder and Vice President of Marketing, brings a global perspective to MGL with her background in international sales. She is a native of Puerto Rico where she developed her sales and marketing skills working for the 3M Corporation.

Kimiko Miyazaki, Vice President of Strategic Development, worked with over 250 national and international companies as the Department of Commerce Asia Specialist. Her work as Director of the Wisconsin Innovation Network (WIN) Foundation involved assisting companies seeking venture capital.

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