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PRESS RELEASE

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FOR IMMEDIATE RELEASE

NEW SURVEY EXPLORES CHANGING BUYING PATTERNS THIS HOLIDAY SEASON

With the Holidays right around the corner, how will you be shopping for gifts this year? This is precisely the question Giftybox (www.giftybox.com) asked a panel of 220 shoppers nationwide. In a survey carried out last October, Giftybox raised many of the questions we will be asking ourselves as we hit the stores this Holiday season: how much should we really spend on gifts this year? In this age of new found frugality, how will we be spending our money and what will we be buying? Have our habits changed? Are we really less materialistic than we were before the crisis? Here are some of the answers collected. For the detailed results of the survey, please visit Giftybox's *What's New* section (www.giftybox.com).

No doubt about it, most of us have seen our lives disrupted in one way or another since the economic downturn began. Indeed, 84.5% of the people surveyed indicate that they have been affected by the crisis. As for their spending habits? Here again, a majority of the respondents (61.9%) declare that they will be spending less on gifts this Holiday season compared to last year, while 35.8% expect to spend about the same amount, and only 2.2% plan on spending more.

The survey also highlights that the average amount spent on gifts for a given person tends to vary greatly depending on whether the person is a close family member, distant relative, friend or colleague. A majority of people surveyed spend under \$20.00 on gifts for distant relatives and colleagues. Friends come next with 43.6% of those surveyed indicating that they spend between \$20 and \$50 dollars on gifts for their friends. Close family members enjoy the bulk of the gifting budget with 30.5% of the respondents stating that they spend between \$50 and \$100, 26.5% between \$100 and \$200, and 28.3% over \$200 on their spouses, children and grandchildren.

The items the people surveyed tend to buy most frequently are gift certificates (72%), followed closely by lifestyle gifts such as restaurant meals, theater tickets and other experiential gifts (68.2%), showing that experiences are apparently growing in popularity - perhaps a sign of less materialistic times. Other gift items include accessories and clothing (66.7%), books (62.8%), electronics (40.3%) and jewelry (36.3%).

As for the reasons that motivate people to choose one particular gift over another, 96.5% of those surveyed declare their primary decision making factor is whether they believe the person will like it or not, and 38.5% whether it is original enough. Approximately 29.6% of the respondents indicate they are motivated by the price tag.

For more detailed results please visit www.giftybox.com or call 1.888.SOGIFTY.