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MYREGISTRY.COM EXPERIENCES INCREASE IN GRADUATION GIFT REGISTRIES

FORT LEE, N.J. – MyRegistry.com, the innovative online gift registry service that allows members to add products and services to their gift lists from any store in the world, recently announced a substantial rise in gift registry accounts among graduating high school and college students.

Graduating students (as well as brides, moms-to-be, birthday celebrants, etc.) are able to create unique MyRegistry.com gift lists by installing a powerful button onto the top of their web browsers that allows them to surf the Internet, capture and add any product or service to their registry. Members can also add items from retailers that do not have websites. This unique platform gives graduating students the power to fill their gift lists with anything from iPods and clothing to airline and concert tickets.

“This graduation gift registry boom is directly related to the freedom that members experience on our site,” said Oded Berkowitz, Founder and CEO of MyRegistry.com. “Nobody likes to receive gifts that they don’t want, and graduating students are using our site to make sure that they get gifts that reflect their interests and lifestyle! MyRegistry.com gives members more freedom, not only to add items any store in the world, but also to request and receive cash gifts.”

MyRegistry.com’s Cash Gift Fund, which allows members to tastefully request cash contributions, is a key factor in the recent graduation registry increase. According to a 2007 National Retail Federation survey on graduation gifts, over 58 percent of graduation gift-givers send monetary gifts in lieu of material gifts. This demand has made the Cash Gift Fund one of MyRegistry.com’s most popular features, with over 75 percent of graduation registry holders choosing to open a Cash Gift Fund. Fund users have the ability to name their fund for a specific purpose (i.e. College Tuition Fund, New Car Fund, European Vacation Fund, etc.) so that visitors know that they are contributing to something special. The fund is displayed alongside all other gift registry choices so that visitors can contribute cash gifts without feeling pressured.

“Life after school can be quite a financial strain. Whether students are going off to college or preparing to find jobs, cash gifts are extremely helpful during this transition.” said Nancy Lee, President of MyRegistry.com. “We are extremely happy that our service gives members a secure way to request cash gifts without feeling uncomfortable.”

Members can also take advantage of other great features including: Compare Prices, a search engine that scours the Internet to find the best possible prices; eCard announcements that allow members to tell their friends and family about their new gift lists; and My Gift List, a Facebook application that allows members to display their gift registry on their Facebook profile.

“All of our features are convenient and user-friendly,” said Lee. “These great tools make organizing gift requests very simple, and allow our members to keep using their registries long after graduation has passed.”

Launched in 2005, MyRegistry.com is a web service dedicated to streamlining the gift-giving process. By creating a platform where people can construct universal gift registries, MyRegistry.com has become the ultimate online registry for weddings, birthdays, baby showers, housewarmings and all other gift giving occasions. This universal gift registry provides the freedom to mix items from any site and store, and even allows members to tastefully register for cash gifts.

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