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FOR IMMEDIATE RELEASE

Karlin Ventures Invests in Gyft

Recently Launched Early Stage Investment Fund Invests in a Mobile Gift Card App

Los Angeles, CA, December 13, 2012 – Karlin Ventures, an early-stage venture capital fund, has invested in Gyft. Gyft (<http://www.gyft.com/>), a company headquartered in San Francisco, is a digital gift card app that allows customers to buy, store, send, and redeem gift cards conveniently from their mobile device. Plastic gift cards are often forgotten or go unused but with Gyft users can get rid of their plastic cards and instead manage their gift cards easily on their mobile device. Retailers love Gyft as well because it creates meaningful new distribution channels by giving brands visibility into the consumers that hold their gift cards. By using Gyft, merchants can drive customer acquisition, gift card redemption, and increase social engagement. Gyft recently raised a \$1,000,000 round backed by Google Ventures, 500 Startups and Founder Collective.

TX Zhuo, Partner of Karlin Ventures, said, “It is so easy to see the value that Gyft offers. Everyone has several unused gift cards lying around at home, simply because a convenient mechanism to facilitate redemptions does not exist. Given the recent changes to the law, retailers are eager to promote redemptions and realize revenue on these unused gift cards. By growing AuM then building partnerships with retailers, I believe Gyft is taking the right approach to conquer the \$100B physical gift card market.”

About Karlin Ventures

Karlin Ventures, LLC, is the early stage investment division of Karlin Asset Management, LLC. Karlin Ventures seeks to invest \$100,000 to \$1 million per investment primarily in education technology, digital media, healthcare IT, and financial services, but considers opportunities outside those sectors as well. To entrepreneurs, Karlin Ventures offers speed and responsiveness, the commitment of a partner, and a broad and deep network in the investment

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and operating communities. The Company maintains offices in Los Angeles, CA. Its phone number is (310) 806-9700. Its website is located at www.karlinvc.com.

About Karlín Asset Management

Karlín Asset Management is a Los-Angeles-based private investment firm managing over \$1.4 billion of unleveraged capital. It has a number of active investment platforms, including public equities, real estate, lending, and residential mortgages. Its phone number is (310) 806-9700.

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