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NEWS RELEASE

HowDidUKnow.com Launches New Social Networking Site Allows Members to Exchange Gifts Online While Eliminating Problems Associated with Gift Cards

AUSTIN, TEXAS (January 21, 2009). HowDidUKnow.com, the only online social community that also promotes hassle-free gift giving between members, announced the official launch of its online social networking site.

Already spanning the globe with over 3000 members, HowDidUKnow.com helps family, friends and associates stay connected, while also offering members of its online community the ability to send and receive gifts electronically.

With over \$24 billion spent on gift cards during the 2008 holiday season, and an estimated \$75 billion in gift cards issued in 2008 that could potentially be rendered useless by expiration dates or bankrupt retailers, gift cards have come under recent scrutiny by consumer watch groups. HowDidUKnow's unique business model eliminates the myriad of problems associated with gift cards such as expired cards, lost cards, and cards issued by retailers facing bankruptcy.

HowDidUKnow gift card recipients can easily exchange their cards at no charge, "bank" their card balances until they are ready to use them, consolidate multiple gift card balances into one large card from their favorite retailer, or even "re-gift" by using card balances to purchase gift cards for other family and friends within their network.

"What started out with friends and family has expanded to co-workers and associates, as well as military families and other families with loved ones overseas or out-of-state. Our members find the site to be a great way to send the perfect gift across the miles to celebrate the special occasions in each other's lives," states Raquel Barela, co-founder of HowDidUKnow.

“We are also hearing from more members in the business community; busy professionals or business owners that are using HowDidUKnow.com to make their workplaces more employee-friendly. Sending gifts to reward achievements and celebrate life events is an excellent way to improve worker morale and productivity during these tough economic times,” stated Mike Chang, co-founder of HowDidUKnow.

About HowDidUKnow.com

HowDidUKnow.com is an online social networking site for friends, family and associates that also offers online shopping and gifting, while eliminating the problems associated with gift cards such as expired cards, misplaced cards, or cards issued by retailers facing bankruptcy. Members automatically receive email notification of upcoming life events or special occasions and can send gifts electronically in “virtual gift boxes” via a personalized email. Gift card recipients can easily exchange cards at no charge, “bank” cards in an online account for later use, consolidate gift card balances into one card or even “re-gift” by using balances to purchase gift cards for other members. HowDidUKnow.com offers family, friends and busy professionals a way to stay connected and celebrate life events, while mitigating the risks previously associated with gift cards. For additional information, visit www.HowDidUKnow.com

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