



GoodStorm Provides Fool-Proof Last Minute Gift Giving Solution

Shoppers send instant eCards that let friends and family make totally customizable T-shirts.

For immediate release.

SAN FRANCISCO, CA (December 18, 2006) GoodStorm, innovator of the Progressive eCommerce movement, announces the launch of a fun and unique holiday promotion. The **T-Shirt Wizard Gift Package** allows users to give the gift of expression by sending friends and family an eCard enabling recipients to create a unique t-shirt themselves.

Shoppers make gift giving a **shared creative experience** by purchasing not just a t-shirt, but also a themed holiday eCard sent directly to the recipients' email address. The eCard includes a button leading to GoodStorm's T-shirt Wizard, a hands-on interface recipients use to create their very own unique t-shirt.

Put simply: **Users buy it, recipients make it, we send it.**

By putting the power of design in the hands of the giftee, the giver can rest assured: they're gonna love it! Whether it's an original design, provided clip art, or an uploaded jpeg, recipients of the gift have a wide variety of choice, including a palette of colors, text tools and a selection of great-looking shirts in multiple shades and sizes.

This open-ended gift is perfect for kids, teens, musicians, artists and anyone with a flare for the creative!

The T-Shirt Wizard Gift Package sells for \$25 and includes:

- A holiday-themed eCard sent to the recipient (their choice of Hannukah, Christmas, Kwanzaa or Holiday)
- Access to the T-Shirt Wizard page, where the designing takes place
- A colorful, digitally printed t-shirt
- All taxes, shipping & handling

The eCards are an **instant gift**, easily sent for **last-minute Christmas delivery**. Recipients can redeem their gifts at leisure, and once they design a shirt, they will receive it within 10 -12 business days.



"Our Holiday T-Shirt Wizard is redefining online gift-giving this year," said GoodStorm founder and CEO Yobie Benjamin. "We are empowering people to give their friends and family not just something they will want, but something they have a say in creating."

About GoodStorm

At GoodStorm.com, individuals can launch online stores and sell digitally printed T-Shirts featuring their own designs. GoodStorm handles inventory management, shipping, logistics, and billing, so sellers can focus on creating innovative designs, and building a community with people who share their values.

GoodStorm's services are **free** and apparel is printed and shipped on-demand, which means sellers incur no costs for opening or running their store. Best of all, GoodStorm keeps base prices extremely low, allowing storeowners to keep 70% of the profits generated from each shirt sold.

Founded by serial entrepreneur Yobie Benjamin and venture capitalist and philanthropist Andy Rappaport, GoodStorm **empowers organizations and individuals** to generate substantial income from e-commerce sales of apparel, books and music. The company develops and provides free tools, technologies and social networking functionality for sellers to create online stores to market print-on-demand apparel and co-branded merchandise through GoodStorm.com.

Please contact Marco Ceglie for more information.

201.709.7550

Press@GoodStorm.com

www.goodstorm.com | <http://tshirts.goodstorm.com/gift>