

# Viral Co-Branding™

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PROGRAM

MyGiftList  
Universal Gift Registry  
.com™

## Your Online Network-Marketing Tool

### Viral Marketing that increases Traffic and Sales!

Increase your visibility to current customers, and reach other online shoppers through Viral Co-Branding™. Think of Viral Co-Branding™ as word-of-mouth marketing for E-Commerce. Your banner ad will be displayed to your customers and their friends and family every time they visit their personal gift list at MyGiftList.com™.

Here's how it works. First, take advantage of the MyGiftList.com Affiliate Program and add an online gift registry to your web site. Then when a customer at your site decides to create a gift registry, that gift registry will be co-branded with your logo or banner. Every time your customer returns to the gift registry, your banner will be displayed thus increasing your visibility to your customers.

And, Viral Co-Branding™ will help you to reach new customers too. Part of the process of setting up a gift registry is to identify friends, family members, colleagues and other people who would serve as gift givers. Once your customer completes a gift list, he or she will share the gift list with these gift givers. Each registry set up by one of those gift givers will also be co-branded with your logo and because the process is automatic, the list can keep growing exponentially.

Add an online gift registry to your web site and provide a valuable service to your customers that will help you to increase sales. MyGiftList.com™ is a Universal Online Gift Registry™, meaning it can be used for birthdays, anniversaries, holidays or any gift-giving occasions. We also feature Gift Reminders and other services for members. Affiliates are also featured in our Online Shopping Directory.

**Viral Co-Branding  
Increases Exposure to  
other Online Shoppers!**



**Become an Affiliate today  
at [MyGiftList.com/affiliates](http://MyGiftList.com/affiliates)!**