



RegistryFinder.com

Fact Sheet

About

RegistryFinder.com is an online search engine established by gifting etiquette expert Cheryl Seidel that helps gift givers quickly and easily find online registries for weddings, baby showers, graduations and more. The free and intuitive search engine finds any kind of online gift registry, instantly providing the user with direct links to the recipient's registries. As the popularity of online gift registries continues to soar, RegistryFinder.com founder and President Cheryl Seidel seeks to streamline the gift-giving process and take any awkwardness out of the situation.

A RegistryFinder.com user starts on the home page and enters the first and last name of the gift recipient. Then, the site runs an instant query based on the search information and, on the registry match page, provides the user with multiple matching results. The visitor then selects the correct match based upon date, location and co-registrant. The results page displays the retail stores where the selected registrant has created gift registries. From there, the visitor is sent directly to the registry list for that individual within the retailer's website.

Seidel created RegistryFinder.com after she was invited to the wedding of a friend's son and didn't know where the couple was registered. After lengthy research, she found the registry but knew there had to be an easier way. Seidel harnessed her 22 years of marketing experience to create the site, establish affiliate relationships with retailers and launch RegistryFinder.com.

Today, RegistryFinder.com has relationships with more than 35 retailers and registry services, and also features a mobile site for on-the-go gifting.

Founder

& President

Cheryl Seidel

Launched

October 2012

Retail Affiliates

Amazon, Babies"R"Us, BedBath&Beyond, Belk, Bloomingdale's, Bon-Ton Group, buybuy Baby, CB2, Crate&Barrel, Diapers.com, Dillard's, Dormify, Giggle, Honeyfund, JCPenney, Kmart, Kohl's, Macy's, Neiman Marcus, Pottery Barn, Pottery Barn Kids, Nordstrom, REI, Right Start, Sears, Sur La Table, Target, The Container Store, The Land of Nod, UncommonGoods, Walmart, Wayfair.com, Williams-Sonoma and West Elm.



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Traffic RegistryFinder.com currently experiences more than 85K visits per month, and traffic is expected to build to 100K visits per month this year.

Audience More than 1.5 million engaged couples in the United States create registries every year, according to the 2011 “The Knot Market Intelligence Bridal Registry Study.” Couples typically register with three retailers, for an average of 153 total items. Additionally, there are approximately 4 million babies born each year in the United States according to The United States Centers for Disease Control and Prevention.

Due to the ease and convenience of online gift registries, there is also a growing trend toward creating gift registries for other life events such as graduations, new homes, birthdays and personal registry wish lists for major holidays.

The target market for RegistryFinder.com is women ages 25 to 65, with household incomes of \$50K and higher who are purchasing a gift.

Outreach Ten percent of profits from RegistryFinder.com are donated to charities that help children, including Toys for Tots, Room to Read, and Taylor’s Closet.

President Background An Arkansas native, longtime Floridian and mother of two, Cheryl Seidel has long been recognized as a gift-giving etiquette expert by friends and family. Her work with RegistryFinder.com has further enhanced her ability to educate others on gift giving. She is available for media interviews to address the public’s questions about gift-giving etiquette and regularly writes about gifting trends and tips on her blog on RegistryFinder.com as well as the Huffington Post. Some of her past posts include “10 Tips for Newly Engaged Couples,” “Wedding Registry Mistakes to Avoid” and “Love and ... Remarriage: Etiquette for an Encore Wedding.”

Blog <http://www.registryfinder.com/blog/>

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