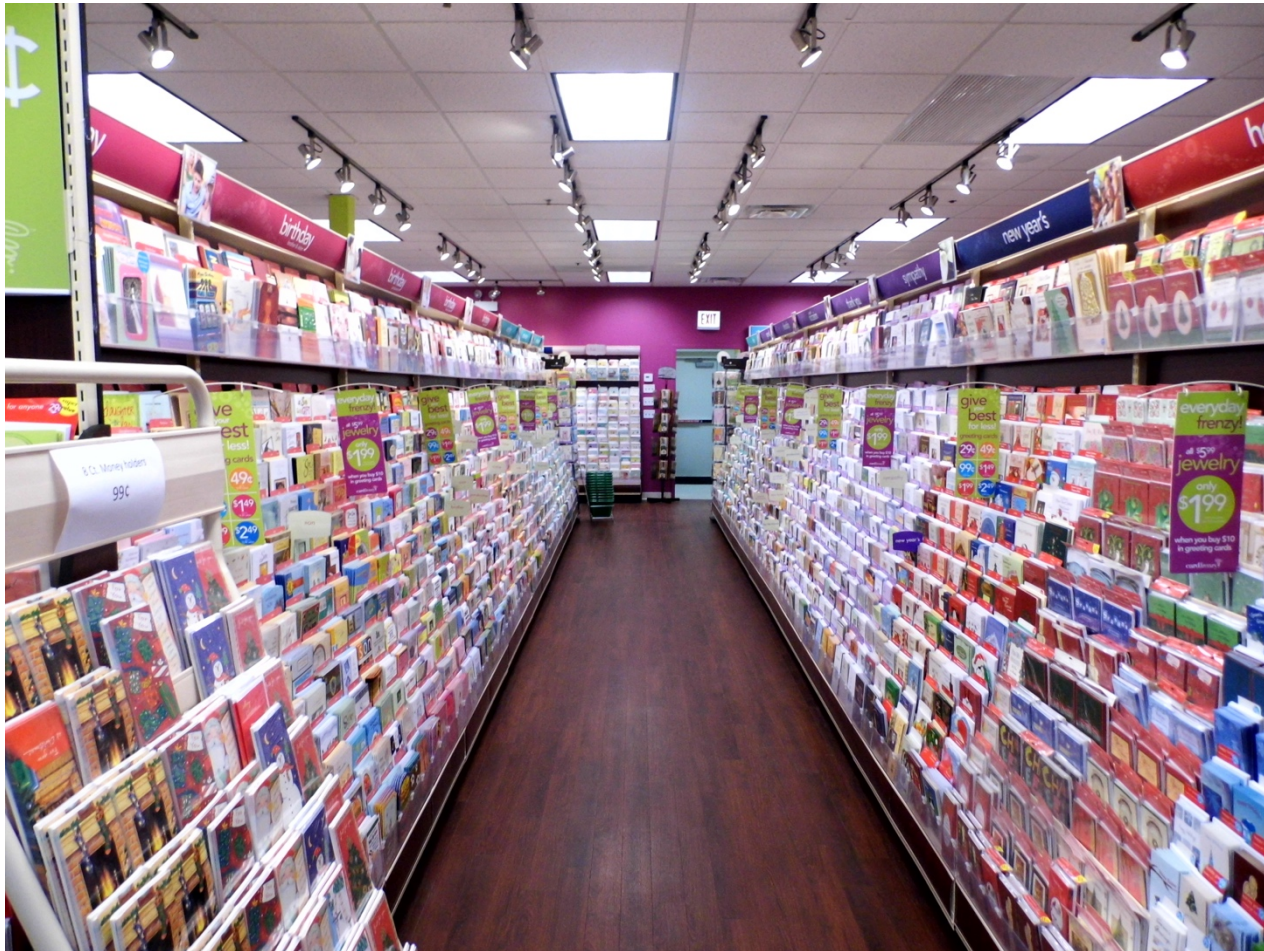




Boutique Environment



Selection - 4000 Card Designs



190,000 Card Unit Sales Per Year



Value

give
your
best
for less!
greeting cards

29¢ up to a \$2.49 value	49¢ up to a \$2.99 value
99¢ up to a \$3.29 value	\$1.49 up to a \$4.29 value
\$1.99 up to a \$5.29 value	\$2.49 up to a \$5.99 value



Value



Hallmark/Walmart



Hallmark/Walmart



Quality



Service



Customer Traffic- 68,000 Yearly



Customer Loyalty



"I can't believe the prices!"

"The store is beautiful!"

"I can't believe the selection, you even have a greeting card wishing my friend a great vacation."

"Thank you for opening this incredible store in my neighborhood."

"I love your store, are you franchising?"

"I'll never shop Hallmark again!"

Average Ticket=\$8.40



Gift Bags



Jewellery



Candy



Fashion



Seasonal



Seasonal



Gifts



Impulse



Fun!



Destination



Female Consumer

The selection of a greeting card is a thoughtful experience which is made 80% of the time by a female shopper. Card consumers purchase as many as 85 greeting cards per year.



Management Bio's – Michael Perri



Mr. Perri has more than 25 years of retail merchandising, marketing and operations experience. Mr. Perri is President and Chief Operating Officer of card frenzy Inc. Prior to card frenzy, Mr. Perri served as Senior Vice President of Merchandising and Marketing at Factory Card & Party Outlet (FCPO).

At FCPO Mr. Perri led the merchandising, marketing, e-commerce and space planning departments. Mr. Perri joined FCPO in 1998 as Director of Merchandising and was promoted to Vice President of Merchandising in April of 2002. In April of 2007, Mr. Perri's role was expanded to include responsibility for the FCPO's e-commerce site and all planning and allocation activities related to the merchandise offering. Mr. Perri was instrumental in expanding the company's party product offering, transitioning its greeting card program and developing a customer database initiative.

Prior to joining Factory Card, Mr. Perri was Vice President of Sales & Operations at O.M. Sciences and a National Product Manager at American Stores (Osco Drug).

Management Bio's – Gary Rada

Mr. Rada is an experienced retailing executive who has served in a variety of leadership roles during the course of his 40 year career. Mr. Rada is Chairman and Chief Executive Officer of card frenzy, Inc. He is also a Board Director at Gateway Foundation , a not for profit healthcare business in Chicago and also Chairman of the Board for Matthew Christopher, Inc. , a leading couture bridal gown design and manufacturing company, in NY. Most recently, Mr. Rada was President and Chief Executive Officer of Factory Card & Party Outlet (FCPO), a 200 store card and party retailer headquartered in Naperville, IL.

Before joining FCPO, Mr. Rada served as Vice President of Pharmacy Operations and General Merchandise Buying for Bruno's, Inc., a Birmingham, Alabama supermarket and drug chain. Prior to Bruno's, he devoted 20 years of his career in various operating and merchandising positions with Jewel Companies, Inc./American Stores Company, including Vice President and General Merchandise Manager at Osco Drug and Vice President of Grocery and General Merchandise Buying and Merchandising for Jewel Food Stores, the leading grocery retailer in the Chicago market.



Give Your Best For Less!

