

123Greetings.com Leads Traffic Growth in E-Greetings Category

comScore Media Metrix Ranks Top 50 U.S. Websites for February

Visitations Rise to 2.4 million; Traffic Jumps 29%

Mumbai, March 31, 2011 - comScore Media Metrix, in its monthly analysis of U.S. websites, has rated www.123greetings.com as one of the top 5 gainers in the e-card category.

123Greetings.com witnessed a growth of 29% with the total number of visitors rising to 2.4 million in February 2011. The category index, e-cards, also witnessed a growth of 10% making it the fourth top-gaining category. The total number of visits to e-card sites stood at 19.2 million.

"Love was in the air in February as Americans celebrated Valentine's Day online, which generated a surge in activity to Flowers and E-card sites," said Jeff Hackett, executive vice president of comScore Media Metrix in the press release issued by the company.

According to the data released by comScore, the category of Business/ Finance – Taxes topped the 'Top 10 Gaining Category' with a traffic growth of 24%, while Retail – Flowers/ Gifts/ Greeting Category came second with the visitations rising from 25.9 million unique visitors to 30.4 million.

"It is fulfilling to know that 123Greetings.com has been so highly recognized," remarked Mr. Arvind Kajaria, Founder, 123Greetings.com. The website has been witnessing consistent growth since its launch in 1997. From 36,000 unique visitors in 1998, the visitor volume rose to two million in 2001, and thereafter soared to 91 million in 2009-10.

"With interactivity, vivid designs, almost life-like animations and innovative graphics, electronic greeting cards are fast emerging as the preferred choice of expression. The advantage of e-cards is that they are free, environment friendly, offer a wider variety and the communication is instantaneous," says Mr. Kajaria.

The traffic growth to both the website as well as the e-cards category is reflected in the corporate numbers as well. The last quarter IntraSoft Technologies Ltd. posted an income growth of 47% year on year, up from Rs. 1032 lacs to Rs. 1515 lacs. The profit after tax also rose from Rs. 316 lacs to Rs. 384 lacs, posting a rise of 22%. The company has been posting vigorous sequential double-digit growth.

"We remain committed to providing free e-greeting cards that embed the latest animations and display the best creative instincts," concludes Mr. Kajaria.

About 123Greetings:

123Greetings is the world's leading online destination for human expressions reaching over 91 million unique users annually. Drawing from its tag line "Giving Life to your Expressions" the service inculcates a sense of personalization that relates to the users on an

emotional level. Its offering of over 20,000 greeting cards covers a mix of 3,000 seasonal & everyday categories. Its applications & widgets for social networks & blogs allow users ubiquitous access across multiple devices and platforms.

About IntraSoft Technologies Limited:

IntraSoft Technologies Limited owns and operates <http://www.123greetings.com>, one of the most visited electronic greeting cards website in the world. The Company operates through its wholly owned subsidiaries in various geographies, which are 123Greetings.com, Inc. (USA), One Two Three Greetings (India) Pvt. Ltd. (India) & 123Greetings (Singapore) Pte Ltd. (Singapore).

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