



Kriyari Launches Mother's Day Gifts @ iStorez.com

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iStorez.com offers a new way to shop hundreds of stores for Mother's Day gift ideas.

PR9.NET May 06, 2008 - Sunnyvale, CA - Kriyari Inc. today announced the launch of Mother's Day Gifts at iStorez.com, a unique consumer shopping site that collects and organizes great Mothers Day gift ideas from hundreds of stores and brands. The site uses a 'patent pending' technology to collect the items on sale from thousands of shopping newsletters and present the results as visual Mother's Day related storefronts. For last minute shoppers, iStorez offers a one stop solution where shoppers can find great gifts for Mom across their favorite stores, major brands and specialty online shops.

"iStorez empowers consumers to shop for gift ideas, trends and special deals that are typically not found on price comparison shopping sites." said Anand Jagannathan, Kriyari CEO. "iStorez offers a unique value for last minute shoppers looking for that cool special gift for Mom because the site has already collected and organized thousands of Mother's Day promotions that make it easy for shoppers to browse and discover gifts".

iStorez is very different from a shopping comparison or a social shopping site. First, the site has been collecting and organizing the best Mother's Day Gifts related storefronts for the last few months. It is as though a special Mother's Day shopping mall has been created just for you. Second, consumers can browse the last minute store promotions as they come in. So new gift ideas for Mother's day are available all through this coming week. Third, shoppers can discover specialty stores as well as unique gifts for mom that they would never have known about.

You can visit the iStorez Mother's Day Gifts site at <http://www.istorez.com/m/shop/mothers-day>.

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About Kriyari Inc.

Kriyari Inc. operates the iStorez.com destination site and the Kriyari Storefront Network. The venture funded company is based in Silicon Valley and is headed by a seasoned management team with deep experience in online marketing, comparison shopping, advertising and Web 2.0.

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