

DealGifts Announces Technology Partnership and Integration with Pitchly

Partnership Integrates Lucite Tombstones with Cloud Database Software to Save Deal Teams Time

NEW YORK, NEW YORK – September 12, 2016 – DealGifts, LLC., the leading specialist in tombstone awards that recognize major business deals and milestones, and Pitchly, Inc., the leading provider of cloud database and tombstone software for transaction advisory firms, today announced a technology partnership and integration. The partnership will allow Pitchly customers to easily quote a lucite tombstone while recording a new closed transaction in their proprietary deal database.

“We are excited to partner with DealGifts,” said Ryan Gerhardy, CEO of Pitchly. “The integration allows our users to transmit relevant information about a new deal directly to a DealGifts account manager, saving deal teams the task of ordering tombstones post-close.”

“Pitchly provides an exciting opportunity to include the exercise of ordering tombstones into a dealmaker’s regular workflow,” said Ed Strauss, the President of DealGifts’ parent company, Arrow Promotional, Inc. “The solution that Ryan and his team have put together will remove the need for deal teams to re-enter information about a deal, which will reduce the likelihood of errors.”

“Nobody starts their day hoping to buy a new software product,” said Mr. Gerhardy. “Businesses are looking for software that allows their employees to get a job done with real productivity improvements. We changed the way advisory firms maintain their proprietary deal database and now we are changing how they order tombstones, so they can focus on serving their clients.”

“Deal tombstones have bounced back in a big way since 2008,” said Mr. Strauss. “Memorializing a business event with a tombstone is a tangible recognition of achievement that in today’s digital world is highly valued. The integration with Pitchly is one example of how DealGifts is bringing technology to the forefront of our organization to provide a better experience for our customers and improve our internal processes.”

Existing Pitchly customers will be encouraged to use DealGifts to order transaction tombstones and will benefit from partner pricing. DealGifts customers that sign up to Pitchly’s cloud database and tombstone software will be able to transfer new tombstone orders with a single-click while benefitting from a number of partnership benefits, such as increased storage limits and discounts.

Beginning next month, Pitchly customers will see a “DealGift” button that will give the user an option to transmit select information to a DealGifts representative. DealGifts and

Pitchly will be communicating the benefits of the integration to their respective customers this month and expect the integration to be complete in the third quarter.

About DealGifts

DealGifts is the leading specialist in what are called tombstones, deal toys or embedments – traditional Lucite™, resin or crystal trophies and awards that recognize major business deals and milestones. Whether it be a closing gift for an IPO or a Lucite tombstone for a real estate deal, merger or legal transaction, we use our outstanding customer service and advanced design capabilities to create the perfect custom deal toy. We work closely with our clients to execute a memorable piece, perfectly and on time. DealGifts is part of the Arrow Promotional Group, which also includes [Arrow Promotional](#) and [BankerBags](#). Learn more at www.DealGifts.com and follow us on [LinkedIn](#), Twitter [@deal_gifts](#), Facebook [@DealGifts](#) or Instagram [@dealgifts](#).

About Pitchly

Pitchly is a cloud database software for transaction advisors to record, analyze and share deal information and digital tombstones within their firms. Advisors use Pitchly as a proprietary transaction database to record specific data points about deals they advise. This proprietary data is used to better serve clients and market to prospective customers with relevant industry and deal insights, or to use the tombstones automatically generated for each deal stored in Pitchly. Firms can create a new database or migrate an existing Excel database to get started. Learn more at www.pitchly.net, and read more about how your advisory firm can use deal data to better advise clients at www.pitchly.net/blog/ or follow us on Twitter [@PitchlyInc](#).

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