

Shop With Ease - Increase Your Love For Christmas With the Gift It App

Published on 11/12/13

Denver based Switchback Media LLC today announces Gift It - A Christmas Shopping List & Countdown App 1.3, an update to its popular free gifting app for iOS. The user can create and name as many separate lists as they want. Inside each list they can add gifts and assign a dollar amount to each one. Now in its second season, Gift It maintains the same level of simplicity and comfort as last year's holiday hit, but with a matured reinvigoration and tons of new features.

Denver, Colorado - In its second season, Gift It - A Christmas Shopping List & Countdown App, maintains the same level of simplicity and comfort as last year's holiday hit, but with a matured reinvigoration. Switchback Media LLC announced the release of its version 1.3 Christmas lifestyle app, Gift It, which is available for FREE in the Apple iTunes Store. Unlike many of the Christmas list apps available today, Gift It adheres to a soft look and intuitive functionality that provides its users with an easy, no hassle approach to the Christmas shopping experience, so they can spend less time shopping and more time with loved ones this Holiday Season.

"Too many Christmas List apps are visual eye sores," says Chief Marketing Officer Mark Imperial, "We wanted to give our customers something fun and cozy, yet equally functional, so they'll actually enjoy using it and get tasks accomplished all the while."

The functionality of Gift It is very straightforward and intuitive. The user can create and name as many separate lists as they want. Inside each list they can add gifts and assign a dollar amount to each one. Once they purchase a particular gift, all they have to do is swipe across that gift with their finger to cross it out, or it can be directly deleted by the user. Just as in last years Gift It version, progress tracking comes standard as does the convenience of list sharing via email and text messaging.

Many new features are also being unveiled in this season's edition. User's can now set a budget before building their shopping lists by selecting the "Your Lists" option. Simply add a spending amount that is within your means by tapping "Budget". Once you've set the budget, Gift It will automatically and conveniently indicate a budget status after creating a new list for that special someone.

Other cool additions include prioritization of lists by hard pressing and sorting manually, duplicating lists to avoid starting from scratch, price totaling of lists, unlimited character typing space for each list item, a Christmas countdown and even an upgrade for password protecting your lists from curious loved ones. Even with all of these new features, the app and its added features remain available at no cost with the exception of Password Protection.

Imperial states, "While Gift It is vastly improved in terms of it's functionality, our intention and core focus remains on providing our users with the most fun, stress-free experience possible so that - hopefully - the Christmas shopping will be as joyous as the moment someone opens their gift on Christmas morning."

What's New!

- * Budget Tracker allows the app to indicate your spending status once inputting a budget amount
- * Price Totaling feature sums the money spent on Christmas shopping
- * Re-organize lists by hard pressing and prioritizing manually
- * Duplicate any list so you never have to start from scratch
- * Christmas Countdown

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- * Unlimited Character typing space
- * Optional Password Protection

Other Features:

- * Cozy and cartoonish Christmas design that makes the app fun to use
- * Share list option that allows users to quickly and easily share lists via email or text
- * User can easily track the progress of their lists so they don't forget about anyone this season

For those who share their Christmas lists, gifts can easily be crossed out to avoid the embarrassing mistake of buying two of the same gift for loved ones.

Device Requirements:

- * iPhone, iPad, and iPod touch
- * Requires iOS 5.0 or later
- * 20.9 MB

Pricing and Availability:

Gift It 1.3 is Free and available worldwide exclusively through the App Store in the Lifestyle category.

Gift It 1.3:

<https://www.facebook.com/giftitchristmasshopping?ref=hl>

Download from iTunes:

<https://itunes.apple.com/app/gift-it-christmas-shopping/id568767900>

Screenshot:

<http://a3.mzstatic.com/us/r30/Purple6/v4/60/7f/9d/607f9d74-8a83-3563-3e9e-359d1feee0f7/screenshot480x480.jpeg>

App Icon:

<http://a5.mzstatic.com/us/r30/Purple/v4/26/ae/fb/26aefbf6-845b-e9b9-fcda-afc56be61cd7/mzl.htvoaoxj.175x175-75.jpg>

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