



## **MyRegistry.com launches iPhone app 2.0 with exciting new features to meet the demands of growing mobile users**

January 2, 2014, Fort Lee NJ - In anticipation of continued exponential growth of mobile usage, MyRegistry.com, the leader in online universal gift registry and wishlist services, introduces an improved and completely redesigned iPhone app 2.0 for busy brides, expecting moms-to-be or anyone else who just wants to receive the perfect gift for any occasion. This new app is full of features that offer members a seamless experience on MyRegistry.com from the convenience of their iPhone. Users can create a free online registry, or login to their existing registry and add gifts from any retailer online or brick and mortar store by scanning any product barcode to add the item to their giftlist. Members can scan items to find the best prices on the things they want and add gifts from any store in the world, even those without a website, using the offline gift feature.

### **Other great features and functions now available through the app:**

- See what other members are adding in real-time & add those gifts directly to your own registry
- Mark gifts as purchased & see who purchased gifts off your registry
- Easily share gifts with family & friends
- Create a Cash Gift Fund on your registry

"We see a huge increase in our members managing their registries from their phones" says MyRegistry president, Nancy Lee. "Giving them great mobile tools is a key priority for us this year" The 2.0 version incorporates every major feature available on the online version of MyRegistry.com into the mobile version with an easy to use new UI. The upgraded mobile app is also optimized to work with retailers using the MyRegistry.com Kiosk for Merchants, enabling quick and easy registry creation from inside of those brick and mortar partner stores and dedicated scanning capability of the inventory in those stores.

The MyRegistry Wishlist and Barcode Scanner 2.0 is available for free at the iTunes store <http://www.myregistry.com/iphoneapp>

For Press inquiries please contact: [press@myregistry.com](mailto:press@myregistry.com)

### **About MyRegistry.com**

MyRegistry.com is the leading universal gift registry site. Members can add gifts to their registries from any site on the Internet, tastefully register for cash gifts, and sync existing store registries onto one universal gift list. Members may easily announce their registry using customized E-Cards or share it on Facebook and Twitter.

SOURCE: [MyRegistry.com](http://www.myregistry.com)