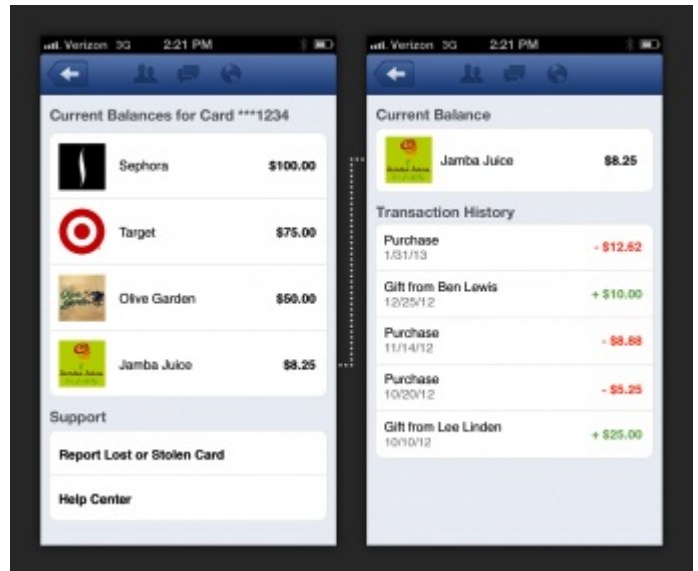


## Facebook introduces Cards: Gifts will never be so socially the same

As reported by [Venturebeat](#), Facebook is introducing **Cards**, a sort of prepaid credit card for sending gifts - social gifts, actually.



*Cards are like regular, plastic gift cards, except that they work at a wide range of retailers.*

*(For the initial rollout, the partners Facebook is naming are Jamba Juice, Olive Garden, Sephora, and Target. Company reps were tight-lipped on what partners may or may not be signing up for Cards in the near future.)*

*And when you've used up the value of the gift card, don't throw out the plastic; the next time anyone sends you a Facebook Card, that gift's value will be added automatically to your existing gift card. You can check the balance at any time from any Facebook app or site, and the network will send you a mobile notification when your balance is running low.*

*It's like Facebook is getting into the land of prepaid credit cards via Gifts.*

This is a sort of déjà-vù, since Cards and Gifts were already introduced by FB previously, but never like this: this credit-card-alike is likely to bring significant buzz to Facebook economy.

[Via [VentureBeat](#)]