



ICD Group Makes its First Investment in eCommerce

ICD is proud to announce the launch of **Gustazos Jamaica** via www.gustazos.com. **ICD** recently partnered with Social Media, LLC, the parent company of the Gustazos® brand and platform worldwide and a leader in eCommerce in the Caribbean and Central America.

Earlier this month, **Gustazos Jamaica** launched the first 2015 deal with D'Next Step, which sold out in under 24 hours. It was soon followed by a sold out deal of 500 vouchers for Ocho Rios's Wataland. Several other Gustazos deals are currently live on the website, with more to follow soon.

The business model is similar to the worldwide phenomenon started by Groupon in late 2008. **Gustazos** started in San Juan, Puerto Rico in 2011 and operates in countries across the region - including Panama and the Dominican Republic.

What does "Gustazos" mean? Gustazos is a Spanish word that means "a special treat" or "a unique luxury". **Gustazos deals are things you love at prices you don't expect.**

The concept of **Gustazos Jamaica** is simple - providing people with an easy to navigate website that publishes daily deals offering price discounts from **50% to 90%** at partner restaurants, hotels, attractions, spas, shops, and other merchants. Merchants are able to market their business to a wide local audience and provide an incentive for people to try out their best offerings, products, and services.

Gustazos is secured with bank-level SSL security. All secure transactions can be made with your Visa, Mastercard, American Express or Discover card from any financial institution. Globally, **Gustazos** has completed over 1,500,000 transactions since its launch. **Gustazos** transactions are processed securely through Authorize.net, a Global Leader in secure online payment processing.

The site is experiencing over 100,000 sessions per day and has global Facebook fans numbering almost 1,000,000 people. **Gustazos Jamaica** has over 26,000 fans and has grown by over 1,500 new fans since the recent launch. **To date, Gustazos globally has saved users more than US\$100,000,000.00.**

To subscribe to the daily email, go to www.Gustazos.com or like us on Facebook to join the party!

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