

Facebook adds iTunes credits in gift service

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"Starting today with [Facebook](#) Gifts, you can instantly gift your friends iTunes digital gifts and recommend albums, movies, games, apps, and more available on the iTunes Store," a Facebook statement said.

The iTunes "digital gifts" will be available in amounts of \$10, \$15, \$25, or \$50. For now, it is available only for US users of Facebook.

Facebook in September added the feature that lets people send cupcakes, coffee, stuffed animals or other gifts to friends at the social network.

Facebook said it was rolling gifts out gradually, starting in the United States.

People can click on icons that look like bow-wrapped boxes to select gifts from an [array](#) of [merchants](#), then send friends virtual cards either as private messages or for posting in public timelines at Facebook pages.

Facebook shares were up 7.9 percent at \$25.91 in afternoon trade, hovering around the highest levels since late July. Facebook shares fell by half after an [offering price](#) in May of \$38 amid concerns about revenue growth.

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