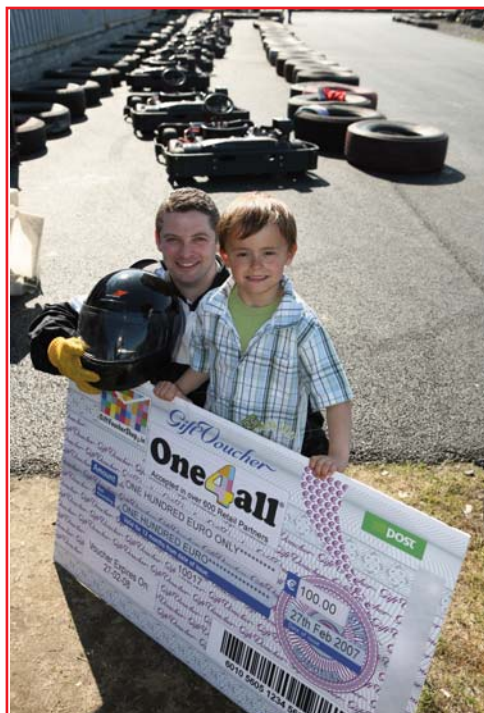


What Do Men Want?

June 2008



What do I get Dad? The question that's on everyone's lips with Father's Day, June 15th fast approaching. With an endless supply of socks, ties and hankies bursting from Dad's wardrobe – is this really what he deserves after years of changing nappies, playing dolls/action man or picking you up at 5am in the morning? *Research carried out by **One4all**[®] has found that gift vouchers and gift cards have become the most valued and sought after gifts. 86% of Irish people buy gift vouchers and gift cards. Of the males surveyed that have received gift vouchers and gift cards, 96% were happy with their gift and of the males that don't buy gift vouchers or cards but have in fact received one, 86% were happy with their gift. To help Dad celebrate Father's Day, **One4all**[®] are giving away four €250 **One4all**[®] Gift Vouchers to Dad's around the country.

When looked into further, it was found that of all the gift voucher's and cards available, men actually preferred multi-store gift vouchers and cards which was great news for **One4all**[®]. It was also found that 76% of males surveyed buy gift vouchers or cards and the most important attribute when choosing a gift voucher or card was the choice/variety a

voucher or card gives at 42% and the quality of shops/services that the voucher or card is for at 41%. How the voucher or card looked was the least important attribute at 3% closely followed by the expiry date at 5%.

Trends and attitudes towards gift vouchers and cards have changed dramatically over the year – Dad's take more into consideration when shopping now and want to give the best choice possible, just as they would like to receive. He wants to be given the choice so to celebrate Father's Day, **One4all**[®] are giving away four €250 **One4all**[®] Gift Vouchers to Dad's across the country. Simply log on to www.One4all.ie to enter and give Dad the chance to win the one gift with thousands of choices. From helicopter flights, tank driving or parachuting to a football trip, DIY or a day on the golf course – give him the choice this Father's Day.

"Dad's take more into consideration when shopping now and want to give the best choice possible, just as they would like to receive"

The gift voucher and card market is growing at an astounding rate. **Worldwide, gift card sales alone are estimated to be worth \$67 billion in 2005, \$82 billion in 2006 and projected sales of \$97 billion in 2007 making gift cards the single largest retail category, out-placing the growth in general of retail sales.

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Note to Editors:

The Gift Voucher Shop Ltd.

The Gift Voucher Shop (GVS) was established in 2002 as a unique and unrivalled service that eliminates any hassles normally associated with gift giving by offering consumers and recipient's ultimate choice and flexibility. Through 1,000 participating Post Office's, the PostPoint network in local stores, web and telesales channels, GVS offers the most comprehensive range of gift vouchers for an extensive and attractive array of top brands as well as smaller independent retail partners, the most popular of which being the **One4all**[®] Gift Voucher.

One4all[®] Gift Vouchers have over 750 of Ireland's shops and services with 4,500 outlets nationwide making them the leading provider of Gift Vouchers in Ireland. Leading stores such as Argos, Brown Thomas, Champion Sports, Debenhams, Easons, Great Southern Hotels, HMV and Smyths Toys benefit from the service's unique distribution system. The latest addition to the GVS product range are **One4all**[®] Gift Cards which can be spent in over 2,300 outlets nationwide.

Over 50% of GVS's business is now generated by its highly effective corporate sales division that provides a wide range of facilities and services to the corporate sector. These include staff incentives, HR support services, trade promotions and specialised software solutions for the management of the employee BIK allowances.

In July 2005, GVS launched their Online Corporate System (OCS) for Small Benefit Relief to the corporate market. The OCS is a special software development that provides a number of unique functionalities for the efficient management of the small benefit concession and has been approved by the Revenue Commissioners. Following its success in Ireland, GVS have begun to develop internationally. The first of its markets was with Maltapost in November 2004. In October 2005 GVS and the Post Office Ltd launched in all of the 14,600 Post Office branches across the UK.

* **One4all**[®]'s market research was carried out by Total Shopping convenience on a sample size of 1050 people.

** Source; TowerGroup