

The Gift Voucher Shop gives something back this Mother's Day

March 20, 2006

The Gift Voucher Shop, the market leader in the Irish Gift Voucher market, has announced that they have joined with Prize Bonds for an excellent offer this Mother's Day, 26th March. From now until Mother's Day with every Gift Voucher you purchase in the Post Office or online at www.giftvouchershop.ie you will receive a free Prize Bond for a year. Each Prize Bond owner is entered in a weekly draw, with a jackpot prize each month. The monthly jackpot takes place on the first Friday of each month and is worth €150,000, the weekly star prize of €20,000 is announced every Friday with another 2,000 tax-free cash prizes to win each week. When you purchase a Gift Voucher in the Post Office, online or over the phone and you will receive a Claim form for your free Prize Bond, which you need to fill out and return to The Gift Voucher Shop.

In 2005, The Gift Voucher Shop experienced 80% growth in Mother's Day sales from 2004. GVS attribute a lot of this growth to the **One4all**® Gift Voucher Aoife Davey, Marketing Manager from The Gift Voucher Shop said "Our consumers find The **One4all**® Gift Voucher the ideal solution when they cannot decide what to get their mother for Mother's Day or if they want to give her the choice and freedom of choosing something she actually wants and will really appreciate as she will be the one that will get to choose".

The **One4all**® Gift Voucher gives the recipient the choice of over 550 shops and services with 3,500 outlets nationwide. These 550 Retail Partners include the top and most prestigious companies in Ireland as well as many small independent retailers. Brand names

;Argos, Arnotts, Brown Thomas, Debenhams, Dorothy Perkins, Easons, Golfworks, Great Southern Hotels, Peter Marks, Shaws, Sunway Travel and Wallis. Due to the extensive portfolio across all gift categories including the usual hotel and accommodation, travel, fashion but also the more unusual like extreme sports, wine tasting, falconry and sailing, there should be something for every kind of Mother.

The Gift Voucher Shop Gift Vouchers are available in 1,000 automated Post Offices nationwide or online at www.giftvouchershop.ie. When buying online or over the phone you can buy a **One4all**® or specific branded Gift Voucher and choose a greeting card and/or additional gift. The Gift Vouchers can be sent to either your own address or to your Mother's address by standard or swift post for next day delivery.

ENDS

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Note to Editors:

The Gift Voucher Shop Ltd

Established in September 2002 by entrepreneur Michael Dawson, the company provides the most comprehensive range of Gift Vouchers available in the Irish market.

More than 550 of Ireland's top businesses with over 3,500 outlets across the 32 counties sell their Gift Vouchers through the Gift Voucher Shop service. Leading stores such as Argos, Brown Thomas, Smyths Toys and Arnotts benefit from the service's unique distribution system.

The company has a strategic partnership An Post to sell its gift vouchers through 1,000 Post Offices nationwide in addition to its online shop, www.giftvouchershop.ie, and its call centre service. The Post Office channel gives the company a unique national distribution capability unmatched in the gift voucher market. The company has a corporate division that is dedicated to developing sales and opportunities to grow the Gift Voucher business in Ireland.

Prize Bonds

The weekly prize draw takes place every Friday. There are over 2,200 tax-free cash prizes every week. All winnings are tax-free. In Ireland winnings are not liable to Income Tax, Capital Gains Tax, or D.I.R.T. (Deposit Interest Retention Tax).

Prize Bond winnings are confidential. The names of Prize Bond winners are not published; nor are they disclosed to anyone other than the winner. You can check your winning numbers on this site which includes the results of the weekly draw. Winning numbers are also available on Threertext, TV3's teletext service. The list of Top 6 Weekly Winning numbers is available from any of 1,000 Post Offices.

You can cash your Prize Bonds in at any time after the minimum holding period of three months and you will receive the full face value on your bonds within seven working days