

One4all® - The Gift Card with a Silver Lining

GVS launch first multi-store Gift Card in Irish Retail

1st August 2007



The Gift Voucher Shop (GVS), Ireland's leading provider of Gift Vouchers, launched the new **One4all**® Gift Card on Grafton Street, Dublin today August 1st, with their very own Silver Gift Card Man. The **One4all**® Gift Card's silver lining is that it's Ireland's first multi-store gift card. The **One4all**® Gift Card offers unrivalled choice and flexibility, allowing the recipient to spend the gift card value in as many outlets as they wish from a choice of over 1,500 nationwide. It is the long awaited electronic version of the hugely successful **One4all**® multi-store Gift Voucher. The **One4all**® Gift Card is available in an attractive suite of designs and carriers from 1,000 Post Offices nationwide and on giftvouchershop.ie. "The **One4all**® Gift Card is just what Irish consumers are waiting for, the **One4all**® Gift Voucher has certainly made its mark in Ireland and this is a great augmentation of a great product. It's the most flexible and streamlined gift card to hit Irish Retail and we and our retailers are very excited about it" said Aoife Davey, Marketing Manager of GVS. The **One4all**® Gift Card was developed in order to meet the growing needs and wants of consumers. GVS' recent market research* found that 70%

of people surveyed buy Gift Vouchers and Gift Cards, 62% of which buy them on average every few months. GVS also found that of the people surveyed, 78% rated the choice offered is the most important attribute they look for in a gift voucher or gift card.

The **One4all**® Gift Card acts as a debit card allowing the recipient to spend the full or part value on the Gift Card in as many or as few stores as they wish. "You can spend as little or as much as you want with your **One4all**® Gift Card and not have to worry about spending the full amount or how you will get your change" added Davey. To date, GVS have 350 retail partners with 1500 outlets nationwide accepting the **One4all**® Gift Card, and a growing number are being added daily. The **One4all**® Gift Card is visa supported and available in denominations of €15 to €250. GVS chose TSYS Europe to issue the **One4all**® Gift Card and they have issued more than 1.7 million instant-issuance,

non-personalised cards, making it the largest, single-customer bulk card order done by the company to date.

Recipients of **One4all**® Gift Cards have the choice of spending their gift on spa treatments, DIY, parachute jumping, a weekend away in

the country, driving lessons, kids toys, a new home entertainment centre, or on a shopping spree for themselves to name just a few. Retail partners for the **One4all**® Gift Card include, Brown Thomas, Debenhams, Easons, Woodies DIY, Superquinn, Sasha and HMV.

The **One4all**® can be purchased from 1,000 Post Offices nationwide as well as online at www.giftvouchershop.ie and through the GVS Customer Service Team on 01-8708111.

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Note to Editors:

*The Gift Voucher Shop's Market Research

This market research was carried out by the Gift Voucher Shop on a sample size of 1,050 respondents aged 15-74.

The Gift Voucher Shop Ltd.

The Gift Voucher Shop (GVS) launched in 2002, is 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 each country's Post Office network, 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 Post Office channel gives the company a unique national distribution capability unmatched in the gift voucher market. GVS has over 750 of Ireland's shops and services with 4,000 outlets nationwide, making them the leading provider of Gift Vouchers in Ireland. Leading stores such as Argos, Arnotts, Brown Thomas, Champion Sports, Debenhams, Easons, Great Southern Hotels, HMV and Smyths Toys benefit from the service's unique distribution system.

The **One4all**[®] Gift Voucher launched in 2004 is now their leading Gift Voucher product. The **One4all**[®] is a multi-store Gift Voucher that can be spent in any of the retail partners signed up to the scheme, giving the recipient of a **One4all**[®] the choice of over 4,000 outlets to spend their voucher.

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, trade marketing and loyalty 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 began to develop internationally. The first of its markets was with Maltapost in November 2004. In Malta GVS's **One4all**[®] is available in all 31 Maltapost branches throughout Malta and Gozo and for almost 200 retail outlets on the two islands.

In October 2005 GVS and the Post Office Ltd launched in all of the 14,600 Post Office branches across the UK and on www.giftvouchershop.co.uk. This gave GVS exposure to 28 million customers who visit the Post Office every including. Top brands within the GVS portfolio in the UK include B&Q, Comet, Debenhams, Habitat, Halfords, Goldsmiths, Mothercare, River Island, Woolworths and the Arcadia Group. GVS UK also offer the **One4all**[®] Gift Voucher.

About TSYS

TSYS (www.tsys.com) is one of the world's largest companies for outsourced payment services, offering a broad range of issuer- and acquirer-processing technologies that support consumer-finance, credit, debit and prepaid services for financial institutions and retail companies in North America, Europe and the Asia-Pacific regions. Based in Columbus, Ga., TSYS (NYSE:TSS) is closely held by Synovus Financial Corp. (NYSE:SNV), one of FORTUNE magazine's "Most Admired Companies" and a member of its "100 Best Companies to Work For" for 10 straight years. For more information, contact news@tsys.com.