

## Gift Voucher Shop Wins Leinster Category of the Ulster Bank Business Achievers Award, 2008



Gift Voucher Shop (GVS), creators of **One4all**<sup>®</sup> Gift Vouchers and Cards has won the much-coveted 'Business going International' Leinster category prize at the Ulster Bank Business Achievers Award held in Dunboyne Castle Hotel.

GVS launched in Ireland in September 2002 selling their gift vouchers through 1,000 Post Offices nationwide and with a portfolio of 550 retail partners. Following The Gift Voucher Shop's success in Ireland, they have begun to develop internationally and the first of its markets was with Maltapost in November 2004. In Malta the

**One4all**<sup>®</sup> gift voucher is available in all 31 Maltapost branches throughout Malta and Gozo and for over 300 retail outlets across the two islands.

In October 2005 The Gift Voucher Shop and the Post Office Ltd launched in all of the 14,600 Post Office branches across the UK giving the 28 million customers who visit the Post Office every week access to an extensive range of high street retailers including B&Q, Comet, Debenhams, Habitat, Halfords, Goldsmiths, Mothercare, River Island, Woolworths and the Arcadia Group. Most recently GVS formed the Post Office<sup>®</sup> Christmas Club in partnership with the Post Office.

The Post Office<sup>®</sup> Christmas Club began earlier this year and enables people to provide for the cost of Christmas over a 10 month period and use the funds to spend during November and December.

Thousands of people who have been putting money away all year with the Post Office<sup>®</sup> Christmas Club will be able to reap the benefits of festive budgeting as their club cards are unlocked for use at thousands of UK retail outlets. The product is being supported by many of the UK's biggest retail chains including Argos, Debenhams, Woolworths, Sainsbury's, Boots and Arcadia Group.

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Gift Voucher Shop, CEO, Michael Dawson, says: "We are delighted to have achieved recognition for our work in the UK and Malta. It is a real achievement for an Irish company to have won the tender to partner with UK Post Office and testament to the quality of product and service we offer all our customers."

The Gift Voucher Shop saw off competition from 80 companies to make the Leinster shortlist. They join six other winners who will represent Leinster in the March 2009 final – all hoping to achieve the title Overall Business Achiever.

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#### About Gift Voucher Shop

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**<sup>®</sup> Gift Voucher.

**One4all**<sup>®</sup> Gift Vouchers have over 950 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 Arnotts, Argos, Brown Thomas, Champion Sports, Debenhams, Easons, HMV and Byrnes World of Wonder benefit from the service's unique distribution system. The latest addition to the GVS product range are **One4all**<sup>®</sup> Gift Cards which can be spent in over 2,000 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.