

# The Perfect Gift is one you would choose yourself Get it right this Valentine's Day with One4all®

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Stuck for the perfect present to give to your valentine this year? Afraid you'll get the wrong gift and never hear the end of it? The best gifts are often those with thought, so have a think about this - De-Loitte's annual spending survey has shown that women's most wanted gift this year is in fact gift vouchers and the second most wanted gift for adults in general is also gift vouchers. A staggering 64 per cent of women would like to receive gift vouchers but yet only 49 per cent receive them from their loved ones.

The Gift Voucher Shop (GVS) were not surprised by this research as they are very aware of the reason why gift vouchers are one of the most sought after gifts and not just amongst women. "The perfect gift is

considered to be so perfect because you would have chosen it yourself. Which is exactly what a gift voucher allows you to do" says Aoife Davey, Marketing Manager of The Gift Voucher Shop "So our advice to confused shoppers out there is not to spend days pondering over how you can give your Valentine the perfect gift, but give them the choice with a multi-store gift voucher. You're not just giving them a gift voucher, you're giving them the chance to treat themselves to something they wouldn't normally buy themselves or the chance to treat both of you to something special like a weekend break away or a meal out" added Davey,

**The Perfect Gift is considered to be so perfect because you would have chosen it yourself**

One4all® Gift Vouchers are Ireland's most popular multi-store gift voucher and with over 4,000 outlets to choose from, you'll be giving your valentine the ultimate in choice. From a romantic meal together maybe even at a Michelin starred restaurant, a break away or an adventure day out together, to a days pampering, a shopping spree around town or a piece of jewellery... the choice is theirs.

One4all® Gift Voucher can purchase in your local Post Office, over the phone and online at [www.one4all.ie](http://www.one4all.ie) and now for your added convenience you can pop down to your local store where you see the PostPoint sign and purchase a One4all® Gift Card.

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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 4,000 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 1,500 outlets nationwide.

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.

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\*Deloitte Spending Survey

The spending survey is carried out over the Internet and telephone, with a structured questionnaire to a sample of 400 individuals, within a controlled panel. Each consumer in the panel is identified through the following dimensions: Socio-demographic, personal interests and consumer behaviour. The study was mostly conducted during the first week of October. Respondents, who are 18 or older, regularly answer studies, and each consumer in the panel is identified through socio-demographics, personal interests and consumer behaviour.

This Deloitte spending survey is carried out in 20 countries from the EMEA region. Studies have been conducted in parallel, using similar methods, in Scandinavia, in the UK and in the USA.

\*\*The Gift Voucher Shop's Market Research

This market research was carried out by The Gift Voucher Shop on a sample size of 1,057 respondents aged 15-74