

One4all® & all4one with additional €16 million development fund

September 8, 2006

The Gift Voucher Shop (GVS), Ireland's leading provider of Gift Vouchers including the now famous **One4all**® brand, announced today Friday the 8th of September, the completion of a major fundraising, which concludes eight months of hectic activity. This began in February 2006 with the management buy-out of FEXCO's 76% shareholding in The Gift Voucher Shop. This was followed by the roll-out of its gift vouchers to 14,500 post offices across the UK, a deal with the Post Office Ltd that is expected to exceed Stg£500 million in annual sales by 2009. Finally, preparations for the launch of its new multi-retailer electronic Gift Card for both the Irish & UK markets are now well on course to be launched before Christmas 2006.

To support this activity and other ambitious development plans, The Gift Voucher Shop has raised a total of €16.2 million in a fundraising campaign. €12.2 million of this has been invested through a mix of management, private and institutional equity investment and the remaining €4 million has been provided by way of a bank facility. The Gift Voucher Shop was advised by IBI Corporate Finance.

Leading the fundraising with a €4 million investment is ACT Venture Capital, which has taken a 21% stake in the business.

Management, including founders Michael Dawson (Group CEO), Conor Haughey, Paul Larkin (Group CFO and formerly of Jefferson

Smurfit Group) and other members of the management team, have further invested in the company and increased their shareholding from 24% to just over 36%. The remaining investment has been provided by a number of private investors, including some of the original investors who provided seed capital back in 2002. Commenting on the announcement, Michael Dawson, CEO of The Gift Voucher Shop, said: "The additional funding was raised to allow the Company put in place the necessary resources to reach its full potential. The extent to which management dug deep into their own pockets is testament to the belief and commitment they have in The Gift Voucher Shop".

Since its launch in Ireland in September 2002, The Gift Voucher Shop, in a strategic partnership with An Post to provide choice and convenience to consumers, has experienced triple digit growth rates each year. With current development and its plans for the future both at home and overseas, this growth rate is set to continue. Dawson continues: "The Gift Voucher Shop set itself the goal of becoming the leading provider of Gift Vouchers to the general public and corporate arena and I can confidently say that over the last three years this has been achieved. We are now turning our attention to maintaining this position through continued improvements and innovation here in Ireland and establishing the **One4all**® and Gift Voucher Shop brands in the UK and Malta, where partnerships are already up and running with the Post Office in the UK and with Malta Post. Discussions are also underway with four other European post office networks".

This confidence is further underpinned by the calibre of the new investors. ACT Venture Capital is Ireland's leading venture capital company with funds under management of €350 million. Established in 1994, ACT has completed over 70 investments. Walter Hobbs, Director of ACT, said "The Gift Voucher Shop already has a proven business model in Ireland and is now focused on capturing the huge opportunity presented by the UK market"



The Gift Voucher Shop set itself the goal of becoming the leading provider of Gift Vouchers

This year should see The Gift Voucher Shop reach close to €100 million in turnover, half of which will be generated from the roll out of The Gift Voucher shop in the UK. The UK deal with the Post Office will provide The Gift Voucher Shop with access to the 28.5 million customers that visit the Post Office each week, is mirrored in scale by the hugely successful Bank of Ireland joint venture that provides foreign exchange and travel money facilities to the Post Office in the UK.

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Note to Editors:

The Gift Voucher Shop Ltd

The Gift Voucher Shop (GVS) is a unique and unrivalled service that eliminates all hassles normally associated with gift giving and offers consumers and recipients 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.

In early 2002, The Gift Voucher Shop formed a strategic partnership with An Post and launched in Ireland that September, selling its gift vouchers through 1,000 post offices nationwide in addition to its online shop, www.giftvouchershop.ie, and its call centre service. The An Post channel gives the company a unique national distribution capability unmatched in the Gift Voucher market. GVS has over 550 of Ireland's shops and services with 3,500 outlets across the 32 counties in the Irish portfolio. Leading stores such as Argos, Superquinn Arnotts, Brown Thomas, Champion Sports, Easons, Great Southern Hotels, HMV, Debenhams and Smyths Toys benefit from the service's unique distribution system.

In September 2004, The Gift Voucher Shop launched the **One4all**[®] Gift Voucher which is now its 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**[®] voucher the choice of 3,500 outlets in which to spend the voucher.

Over 50% of The Gift Voucher Shop's business is now generated by its highly effective corporate sales division, which provides a whole range of facilities and services to the corporate sector including staff incentives, HR support services, trade promotions and specialised software solutions for the management of the employee BIK allowances.

Following The Gift Voucher Shop's success in Ireland, it has begun to develop internationally and the first of its markets was with Maltapost in November 2004. In Malta, GVS's Gift Vouchers are available in all 31 Maltapost branches throughout Malta and Gozo and can be spent in nearly 200 retail outlets on the two islands.

In October 2005, The Gift Voucher Shop and Post Office Ltd launched in all of the 14,500 post office branches across the UK, giving the 28.5 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. GVS UK also offers enjoyment and experience gift vouchers, all of which may also be purchased from www.giftvouchershop.co.uk