

Fathers are Hardest in Immediate Family to Buy For

June 11th, 2007



This Father's Day if you are finding yourself asking "What can you get the man that has everything", the answer is very simple thanks to the **One4all**[®] from The Gift Voucher Shop (GVS), Ireland's number one selling Gift Voucher. Just in time for Father's Day, the **One4all**[®] have added a whole range of experiences to their offering, meaning the **One4all**[®] can now be spent in over 750 shops and services with 4,000 outlets nationwide. So this Father's Day Dad can choose to spend his **One4all**[®] on anything from music, DIY material, a round of golf, a nice meal to a sailing weekend, a helicopter flight or even a parachute jump!

The Gift Voucher Shop's experiences range from surfing lessons, wargames, karting, paintballing, murder mystery weekends, pampering and sea safaris to tank driving, helicopter flights, parachute jumps and sky dives. GVS's market research in 2006 proved that Gift Vouchers have become extremely popular when gift giving, with 70% of people now choosing Gift Vouchers over buying a present for someone. This was further backed up by Deloitte's 12th annual Retail Review for 2006, which showed how Gift Vouchers are now the number three choice amongst consumers, a substantial move up the scale from being number nine on last year's survey.

Aoife Davey, Marketing Manager for The Gift Voucher Shop said "One important factor that we could see from our research last year was the wide range of choice people want from a Gift Voucher, with 78% rating the choice for the recipient extremely or very important. Therefore we want to continue to provide the widest range of choice in Ireland, which includes leading the way in both our retail and experience offerings".

Father's Day was first celebrated in 1910 in Spokane, Washington as a day for children to honor their fathers. This tradition continues to this day as a way for Dad's to celebrate fatherhood and for kids to show their appreciation for their Dad's.

Generally, Father's Day is celebrated by son's and daughters spending the day with or spoiling their Dad's as well as giving a gift, however, GVS's market research has found that Dad's are the hardest people in the immediate family to buy gifts

for. This can be because Dad gives out no hints as to what he wants or there really is nothing you can see that he needs. "There are no doubts that Irish consumers have changed, they have become very discerning and have high expectations. As a result, it is far harder to buy for people and you don't want to get someone something they already have or won't appreciate. With the **One4all**[®] you are guaranteed the gift will be valued due to the broad range of choice it gives...ideal for the man who has everything!" added Davey.

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You can simply pop into your local Post Office to buy a **One4all**[®] or if you find yourself really stuck for time you can simply log onto HYPERLINK "<http://www.giftvouchershop.ie>" www.giftvouchershop.ie and buy Dad a **One4all**[®] online and your Gift Voucher can be sent directly to Dad with a personalised message and gift wallet.

Ends...

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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 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.

In early 2002 The Gift Voucher Shop formed a strategic partnership with An Post. GVS launched in Ireland that September selling its gift vouchers through 1,000 Post Offices nationwide in addition to its online shop, HYPERLINK "<http://www.giftvouchershop.ie/>" 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. GVS has over 600 of Ireland's shops and services with 4,000 outlets across the 32 counties 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.

In September 2004 GVS launched the One4all[®] Gift Voucher which 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, 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.

Following its success in Ireland, GVS have begun 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. This gives 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. GVS UK also offers Enjoyment and Experience gift vouchers and now the **One4all**[®] Gift Voucher all of which may also be purchased from [HYPERLINK](http://www.giftvouchershop.co.uk/)
"http://www.giftvouchershop.co.uk/" www.giftvouchershop.co.uk

Latest Products from The Gift Voucher Shop

One4all[®] Gift Card

Now available online and in selected Post Offices

The One4all[®] is an electronic Gift Voucher which is redeemable in participating gift card retail partners. The One4all[®] electronic card is designed to deliver even more choice and flexibility for the recipient as it acts as a debit card allowing the recipient to spend the full value in one store of their choice or to spend it partially across as many stores as they wish. The One4all[®] Gift Card is available in an array of attractive designs and carriers, in denominations from €15 - €250.

Experiences4all[®] Gift Voucher

Due out mid-May

The new **Experience4all**[®] Gift Voucher will cover a wide range of activities that will compliment the already successful and market leading **One4all**[®]. This innovative Gift Voucher has been developed as a direct response to many corporate clients who specifically wish to provide an experience type Gift Voucher for their staff and trade promoters.