

The Gift Voucher Shop wins Fingal Chamber International Trade Award

May 2, 2006



The Gift Voucher Shop (GVS), Ireland's leading provider of gift vouchers for over 550 shops and services nationwide have been awarded with the International Trade Award in the Fingal Business Awards, Thursday 27 April 2006. These Awards celebrate business excellence in Fingal, paying tribute to the talent, drive, innovation and success of the region's business community, recognising the efforts of companies to promote excellence in the quality of their products, services and customer care.

The Gift Voucher Shop won the International Trade Award, sponsored by Elite Logistics, which recognises and rewards the best business that provides a comprehensive international strategy, business growth and overall innovation. Speaking at the announcement, Michael Dawson, CEO of The Gift Voucher Shop said "We are delighted to have won the International Trade Award which I believe is great verification of the hard work, dedication and expertise of all our staff in The Gift Voucher Shop. GVS has been in operation for four years now and within these four years we have experienced phenomenal growth launching in Ireland, Malta and the UK. The UK is a key development and the sales alone in this market are expected to reach a half a billion per year by year five. Our Global strategy will allow us to implement our proven model in many other carefully chosen markets over the next few years".

Following the success of The Gift Voucher Shop in Ireland, GVS have begun to develop internationally and the first of its markets was with Maltapost in November 2004. In Malta The Gift Voucher Shop's Gift Vouchers are available in all 31 Maltapost branches throughout Malta and Gozo and for nearly 200 retail outlets on 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. GVS UK also offer Enjoyment and Experience Gift Vouchers and all Gift Vouchers in Ireland and the UK are also available online and over the phone. The global strategy of GVS is built on proving the Post Office centric model of the sale of Gift Vouchers in one market and then using that proven market trial to export the concept to other markets and GVS are now poised to develop a number of markets concurrently over the next few years.

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Note to Editors:

The Gift Voucher Shop Ltd.

The Gift Voucher Shop 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 Post Office 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, Arnotts, Brown Thomas, Champion Sports, Easons, Great Southern Hotels, HMV, Roches Stores and Smyths Toys benefit from the service's unique distribution system.

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