

## Irish public can use Gift Vouchers to support victims of the Asian tsunami

The Gift Voucher Shop Designates The Irish Red Cross To Manage Donations

10 January, 2005

People throughout Ireland can use **One4all**<sup>®</sup> Gift Vouchers received as gifts over Christmas to support victims of the Asian tsunami, according to Michael Dawson, Managing Director of The Gift Voucher Shop, Ireland's largest gift voucher company, which is part of FEXCO, the Kerry, Ireland-based global payments company.

He was speaking today (Monday, 10 th January 2005) at the launch of The Irish Red Cross Asia Disaster (**One4all**<sup>®</sup>) tsunami Support Programme. The Programme allows members of the public who received **One4all**<sup>®</sup> Gift Vouchers as Christmas gifts to donate them to support the relief efforts in the region.

According to the company, the catalyst for launching the Programme was the requests from members of the public enquiring if recently received Gift Vouchers could be used for the Asian tsunami relief effort.

We are appreciative of the Gift Voucher Shop's initiative in raising these funds  
- David Andrews

The company has designated The Irish Red Cross as the organisation through which donations of the **One4all**<sup>®</sup> Gift Vouchers will be channelled. The Gift Voucher Shop is also waiving all merchant fees and commission charges for these donations. This will ensure that 100 per cent of the value of the **One4all**<sup>®</sup> Gift Voucher will be provided to the Irish Red Cross.

The Gift Voucher Shop's **One4all**<sup>®</sup> Gift Voucher was launched in September 2004 and proved to be Ireland's biggest selling Gift Voucher over Christmas 2004. The **One4all**<sup>®</sup> Gift Voucher can be spent in more than 3,500 outlets throughout the country which are part of The Gift Voucher Shop merchant portfolio.

People wishing to donate their **One4all**<sup>®</sup> Gift Voucher to The Irish Red Cross may do so by simply sending the Gift Voucher in an envelope to the following address: The Irish Red Cross, Asia Disaster (**One4all**<sup>®</sup>), 16 Merrion Square, Dublin 2.

ENDS

**Note to Editors:**

The Gift Voucher Shop Ltd.

Established in September 2002 by entrepreneur Michael Dawson, the company provides the most

comprehensive range of Gift Vouchers available in the Irish market. FEXCO, the Kerry, Ireland-based global payments company holds a majority shareholding in the company. More than 550 of Ireland's top businesses with over 3,500 outlets across the 32 counties sell their gift vouchers through the Gift Voucher Shop service. Leading stores such as Argos, Brown Thomas, Smyths Toys and Arnotts benefit from the service's unique distribution system.

The company entered a strategic distribution partnership with An Post to sell its gift vouchers through 1,000 Post Offices nationwide in addition to its online shop, [www.giftvouchershop.ie](http://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.

In November 2004 The Gift Voucher Shop announced a strategic alliance with Maltapost which is providing a new gift voucher service, the **One4all**<sup>®</sup> Gift Voucher, throughout Malta and Gozo.

## FEXCO

FEXCO is a global payments company headquartered in Kerry, Ireland with operations in the Ireland, UK, Spain, Scandinavia, Malta, Australia and USA. The company was established in 1981 by its Executive Chairman, Brian McCarthy, and offers a range of Global Consumer Payments, Global Corporate Payments and Business Services. The company is privately owned with USA-based First Data Corporation, the world's leading payment processor, holding a minority shareholding in the business.