

The Gift Voucher Shop Launch **One4all**[®] into Northern Ireland at the All Island Public Procurement Conference and Exhibition

May 1st, 2007

The Gift Voucher Shop (GVS), Ireland's leading provider of Gift Vouchers launched its multi-store Gift Voucher, the **One4all**[®] into Northern Ireland on 2nd May, at the All Island Public Procurement Conference and Exhibition in the Burlington Hotel, Dublin.

GVS is a unique innovation which was established by entrepreneur Michael Dawson in September 2002. Due to its huge success in both Ireland and England, GVS have now launched their **One4all**[®] Gift Voucher in Northern Ireland. The **One4all**[®] Gift voucher is a multi-store gift voucher and is now available in over 500 Post Offices across Northern Ireland, 1,000 Post Offices in the Republic of Ireland and 14,100 Post Offices in the UK, as well as through their Customer Service, Corporate Sales and online sales channels.

GVS already have 36 of the North's leading shops and services with hundreds of outlets on board as retail partners for their multi-store Gift Voucher. The **One4all**[®] offers consumers and corporate clients' unrivalled choice and convenience in gift giving and incentives.

This announcement means businesses all over Northern Ireland can incentivise their staff or reward clients

We are delighted to announce this launch of our corporate services into Northern Ireland today. Through the supply of **One4all**[®] gift vouchers and online staff incentive processing solutions, our corporate customers on the whole Island of Ireland can now motivate and reward their staff and clients with a reward that carries real trophy value, is cost effective, administration free and provides the best choice in the Irish and UK marketplace today. Rather than companies being faced with searching for different rewards or incentives depending on location, they will now have one solution with the **One4all**[®] and they can be confident in its convenience, flexibility and deliverability said Jock Jordan, Sales Director of The Gift Voucher Shop at today's launch.



(Left) Aidan Gough, Director of Strategy, InterTradelreland & Eamonn Dawson, Business Development Manager, The Gift Voucher Shop

with the **One4all**[®], giving them the choice of thousands more outlets across the whole country to spend their well-earned reward. It will also afford companies in the Republic the additional choice of the new outlets in Northern Ireland. GVS work with companies of all sizes on a wide range of services including staff and retail customer motivation programmes, trade loyalty programmes as well as incentive and bonus schemes. "We are delighted to announce our launch of our corporate services into

Northern Ireland today, our presence in the Republic of Ireland, Northern Ireland and the UK is ideal for companies with staff and clients in all markets. Rather than companies being faced with searching for different rewards or incentives depending on location, they will now have one solution with the **One4all**[®] and they can be confident in its convenience, trophy value, flexibility and deliverability” said Jock Jordan, Sales Director of The Gift Voucher Shop at the launch.

GVS chose to launch their new service into Northern Ireland at the All Island Public Procurement Conference because of its support of cross border partnerships. The Department of Finance and Personnel Central Procurement Directorate, the Department of Finance along with InterTradeIreland hosted the Conference in Dublin.

Minister for Finance, Brian Cowan, TD, said of the Conference, “The National Public Procurement Policy Unit in the Department of Finance, in conjunction with the Central Procurement Directorate in the Department of Finance and Personnel in Northern Ireland, have been working very closely on this event and this joint effort between the respective public sectors – North and South – shows the ongoing commitment to practical co-operation on an all-island basis.”

The theme of this years Conference was ‘Driving Change Through Public Procurement’. Key areas focused on were; ICT, Health, Construction, Category Management and Environmental Sustainability. This two day event gave both public and private sector professionals the opportunity to learn how strategies pursued by their peers on the Island of Ireland are maximizing best value for money.

For further information, please contact:

Gráinne Murphy, PR/Marketing Executive, The Gift Voucher Shop Ltd.
Telephone: 01 870 8163

Aoife Davey, Marketing Manager, The Gift Voucher Shop Ltd.
Telephone: 01 870 8161

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, 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 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.