

One4all® Gift Voucher Launched in Market Worth €250 Million

September 29, 2004



The Gift Voucher Shop, the market leader in the Irish gift voucher market, announced today (Wednesday, 29th September 2004) that it has launched a flexible new Gift Voucher called **One4all**®. Gift vouchers in any denomination from €20 to € 500 will be available. The Gift Voucher Shop is part of FEXCO, the Kerry, Ireland-based global payments company.

The innovative Gift Voucher which has been two years in development will now offer purchasers even greater flexibility when it comes to choosing the perfect gift as the recipient can choose where

and when they wish to spend it. It is the first multi-retail Gift Voucher of its kind to be launched in Europe

The **One4all**® Gift Voucher can be spent in more than 3,500 outlets throughout the country, which are part of The Gift Voucher Shop merchant portfolio. More than 550 of Ireland's top businesses across the 32 counties sell their gift vouchers through The Gift Voucher Shop service. Leading stores such as Arnotts, Brown Thomas, The Carphone Warehouse, Roches Stores, Smyths Toys, Argos and Waterstones benefit from the service's unique distribution system.

This latest offering from The Gift Voucher Shop will complement the already very popular shop branded Gift Vouchers and will be available through the same four purchasing channels that have made The Gift Voucher Shop the most convenient Gift Voucher. The new **One4all**® Gift Voucher will be widely used by companies that plan to take advantage of the €100 small BIK allowance available to all employees and consumers will be able to purchase from 1,000 automated Post Offices, online at www.giftvouchershop.ie or by telephone (01-8708111).

The launch of **One4all**® is being supported by an extensive advertising and marketing campaign by the company worth €900,000. This includes advertising and promotional activity across a range of media such as national press, radio and television, point-of-sale in 1,000 automated Post Offices nationwide and a direct-mail campaign targeted to reach 1.42 million homes.

The new Gift Voucher **One4all**® will benefit more than 550 merchants

The company said that the Irish Gift Voucher market grew to €250 million in 2003 which represented 10 per cent of the entire gifting market of €2.5 billion.

Department stores are the most popular gift voucher sales category and account for more than 60 per cent of all Gift Voucher sales, according to The Gift Voucher Shop. The average value of each gift voucher sold is €78. Other leading categories for Gift Voucher sales are hotel and accommodation, home and garden, fashion, sports and fitness, and music and entertainment.

Speaking at the launch, Mr Michael Dawson, Managing Director, The Gift Voucher Shop said, "We are excited by the launch of the One4all gift voucher which introduces a flexible product to the fast growing Irish gift voucher market.

"This new gift voucher is a direct response to requests from the public and our corporate clients who want a sophisticated level of choice and flexibility that has not been available until now.

"We anticipate that **One4all**[®] Gift Vouchers will drive the growth of the Gift Voucher market we have witnessed over the past few years. The new Gift Voucher will benefit more than 550 merchants who are part of The Gift Voucher Shop merchant portfolio by offering them a share of this increasing gift voucher market so that they can grow their business," added Mr Michael Dawson.

ENDS

For further information, please contact:

Michael Dawson, Managing Director, The Gift Voucher Shop Ltd.

Telephone: (01) 8074047

or

Barry Ahern, Business Management Communications.

Telephone: (087) 6683574

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, and its call centre service. The Post Office channel gives the company a unique national distribution capability unmatched in the Gift Voucher market.

FEXCO

FEXCO is a global payments company headquartered in Kerry, Ireland with operations in the Ireland, UK, Spain, 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