



## Study Shows Gift Cards Make Ideal Gifts For Employees This Holiday

(OMAHA, Neb.) September 13, 2007- Aside from getting cold cash from the boss, gift cards top workplace holiday wish lists this year. A recent survey conducted by GiftCertificates.com found that more than 90% of all employees surveyed feel gift cards are practical holiday gifts for employers to give.

The overwhelming majority of employees (86%) said they would prefer to receive a SuperCertificate® reward that can be redeemed for a variety of gift cards, rather than receive a store-specific gift card from an employer (14%).

"In the past there was a misconception that gift cards were impersonal gifts, but that's no longer the case," said Jonathan Price, Vice President of Sales for GiftCertificates.com. "Employees tell us gift cards offer them more flexibility and convenience, making them one of the most popular workplace gifts for the holidays."

For employers, finding the perfect holiday gifts for employees and developing incentive plans is easier than ever with the help of online programs designed to make gift giving hassle free for businesses.

Employers can purchase gift cards and gift certificates online and send them via email or mail through GiftCertificates.com™. Employers can customize their gift cards or gift certificates with a logo and personal message to the recipient, providing corporations choice and value in delivering incentives and rewards to diverse customer, client and employee bases.

"The holidays are a stressful time for everyone. We eliminate the guesswork of gift giving for employers and office managers by providing smart solutions we know employees will appreciate," said Price.

Conducted in August of 2007, the survey reached more than 1300 employees working in small to large companies in a variety of industries including education, healthcare, manufacturing, sales and information technology.

For more information, please visit [www.GiftCertificates.com](http://www.GiftCertificates.com).

### **About GiftCertificates.com:**

GiftCertificates.com™ is the leading provider of gift certificates/cards and gifting advice for both consumer and corporate audiences nationwide. Established in 1997, the Omaha-based company specializes in offering SuperCertificates® rewards, which are redeemable at GiftCertificates.com for hundreds of original merchant certificates, including national and local retailers, travel services and a number of popular restaurants. For more information about GiftCertificates.com, visit the company's Web site at [www.GiftCertificates.com](http://www.GiftCertificates.com).