



## **INCENTIVE SOLUTIONS PROVIDER GIFTCERTIFICATES.COM™ NOW OFFERING CORPORATE REWARDS MASTERCARD® CARD**

***NEW CUSTOMIZED REWARDS CARDS WILL BE AVAILABLE FOR 2007 HOLIDAY SEASON***

(OMAHA, Neb.) November 14, 2007 – [GiftCertificates.com](http://GiftCertificates.com)™, a leading provider of incentive based and e-commerce gift card solutions, is now offering a prepaid rewards card. The GiftCertificates.com™ Rewards MasterCard® is issued by BankFirst, Sioux Falls, SD, pursuant to a license from MasterCard International Incorporated. BankFirst; Member FDIC. The GiftCertificates.com Rewards MasterCard will offer employers the ability to give employees and business partners a reward card that can be used wherever Debit MasterCard is accepted. The newly created rewards card will be sold through the Web site [www.giftcertificates.com/business](http://www.giftcertificates.com/business) or by calling 1-800-PRESENT.

Backed by the reliability and stability of the MasterCard Brand, the GiftCertificates.com Rewards MasterCard ensures corporate customers a reward that is meaningful, memorable and motivating. With the GiftCertificates.com Rewards MasterCard, corporate customers will have the ability to:

- Simplify incentive decisions and extend their brand by customizing a message and/or the addition of their corporate logo on the card
- Offer employees and partners a wide range of spending options and places to spend
- Reduce administrative burden by fulfilling cards directly to reward earners
- Protect your investment with the GiftCertificates.com comprehensive lost/stolen replacement program and MasterCard Zero Liability policy\*

The GiftCertificates.com Rewards MasterCard can be ordered in three formats. The first format allows the purchaser to choose a standard card design with customized messaging and a company logo co-branded on the card. Another option will give purchasers a standard card design with messaging options. The third offers a holiday-themed card. All production times vary according to the amount of card customization required.

“A number of corporations today are seeking a prepaid rewards card that can be used as an incentive tool. The creation of our GiftCertificates.com Rewards MasterCard is another great example of how we are building an unmatched product portfolio in the incentive and rewards business”, said Sean O’Toole, chief executive officer and president of sales for GiftCertificates.com.

\*Conditions and exemptions apply

**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 SuperCertificate® rewards, which are redeemable at GiftCertificates.com for hundreds of original merchant gift cards, including national and local retailers, travel services and a number of popular restaurants. GiftCertificates.com also features a variety of merchant/retail, MasterCard® and American Express® branded gift and reward cards. For more information about GiftCertificates.com, visit the company's Web site at [www.GiftCertificates.com](http://www.GiftCertificates.com).

**About BankFirst:**

Located in Sioux Falls, SD, [BankFirst](http://www.bankfirst.com) is a leader in the network branded prepaid card industry. The Stored Value Solutions division develops innovative solutions to meet the rapidly changing needs of the prepaid industry. The experienced BankFirst team offers great flexibility in creating programs that are shaping the prepaid market. [www.bankfirstsvs.com](http://www.bankfirstsvs.com).

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