



FOR IMMEDIATE RELEASE

GIFT CARD PROVIDER GIFTCERTIFICATES.COM™ DEVELOPS MASTERCARD® GIFT CARD

(OMAHA, Neb.) November 6, 2007 – GiftCertificates.com™, a leading provider of e-commerce gift card solutions, is now offering a co-branded GiftCertificates.com MasterCard® Gift Card, good wherever MasterCard debit cards are accepted. The newly created gift card will be sold through the Web site www.giftcertificates.com.

Consumers can choose from several Cards designed to fit the recipient's personality or occasion, as well as the ability to add a special message directly on the Card. The GiftCertificates.com MasterCard Gift Card will be available in 13 themed designs including; birthday, thank you, graduation, new baby, wedding and more. Holiday specific themed designs will also be available for the 2007 Holiday shopping season. All cards are available in denominations of \$25.00, \$50.00 and \$100.00.

“The addition of this new MasterCard Gift Card product compliments our business strategy of truly being the source for gift cards of all types. The MasterCard Gift Card enables our customers to have a variety of gifting options to choose from. The flexibility and large acceptance that the MasterCard brand provides makes this gift card offering a universal gifting experience for consumers”, said Sean O’Toole, chief executive officer and president of GiftCertificates.com.

The GiftCertificates.com MasterCard Gift Card is issued by Marshall Bank, N.A. pursuant to a license by MasterCard International Incorporated. Marshall Bank, N.A., Member FDIC. The Card is a prepaid card that, when purchased, is pre-loaded with the dollar amount highlighted on the front of the Card. The Card can be used at millions of merchant locations, including retailers, restaurants, salons or other merchants that accept MasterCard debit cards up to the value loaded onto the Card.

The GiftCertificates.com MasterCard Gift Card can be purchased online at www.giftcertificates.com or by contacting GiftCertificates.com at 1.800.PRESENT.

About GiftCertificates.com™:

GiftCertificates.com™ is the leading provider of gift cards and gifting advice for both consumer and corporate audiences nationwide. Established in 1997, with locations in

Omaha, Neb. and New York City, the company specializes in offering SuperCertificate® rewards, which are redeemable online at GiftCertificates.com for hundreds of original merchant gift cards including; national retailers, travel services and a number of popular restaurants. GiftCertificates.com also features a variety of [Merchant](#), [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.

About BankFirst:

Located in Sioux Falls, SD, [BankFirst](#) 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.

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