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## **New Management Appointed at GiftCertificates.com**

**Omaha, Neb. (February 26, 2008)** - GiftCertificates.com is proud to announce new leadership to continue its growth as the reward and gift brand of choice. A leading e-commerce provider of innovative reward solutions and gift products for both the corporate and consumer markets, GiftCertificates.com has appointed Marc Oshima to the position of Vice President of Marketing and Mike Nemer to the position of Senior Vice President and General Manager of Corporate Business.

### **Marc Oshima, Vice President of Marketing**

Marc Oshima is the new vice president of marketing for GiftCertificates.com. He oversees marketing efforts for consumer and commercial business lines, as well as corporate communications.

Oshima has an extensive marketing background in retail, brand management and media with a proven track record of delivering results with leading brands and organizations – Turner Broadcasting, The Food Emporium, Toys R Us, L'Oreal and The Arbitron Company. At the heart of this success has been an understanding of how to build brands by connecting with the consumer with award-winning creative and cost-effective acquisition and retention strategies. Oshima has first hand experience with launching new online businesses such as GameTap - an on-demand video game service, and beautyjungle.com - the first online retailer to sell both mass and prestige products. Oshima received his MBA and BA from Columbia University.

### **Mike Nemer, Senior Vice President and General Manager of Corporate Business**

Mike Nemer is the new senior vice president and general manager of corporate business for GiftCertificates.com. In this role, Nemer is responsible for leading the strategic thinking and execution of GiftCertificates.com corporate strategy, managing internal and external sales efforts, developing go-to-market approaches for each business line and mobilizing organizational resources to achieve strategic aspirations.

Prior to joining GiftCertificates.com, Nemer spent 12 years at SITEL Corporation, most recently as Chief Operating Officer for their North American division. He was responsible for seven distinct business units, providing a full range of customer service, sales, technical support, transaction and processing support and collections services to multiple industries. He was also integral in executing SITEL's global and offshore strategy. Nemer received his BSBA from the University of Nebraska-Lincoln.

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### **About GiftCertificates.com**

GiftCertificates.com™ is a leading e-commerce provider of innovative reward solutions and gift products for both the corporate and consumer markets. GiftCertificates.com is the reward and gift brand of choice in today's marketplace. GiftCertificates.com offers an extensive product portfolio including our [SuperCertificate®](#) Reward which is redeemable for hundreds of original merchant gift cards. GiftCertificates.com also features a variety of [Specialty SuperCertificate®](#), [Merchant](#), [MasterCard®](#) and [American Express®](#)-branded Gift and Reward Cards. The company offers the best turnaround time and reliability in the industry. Established in 1997, GiftCertificates.com is a privately held corporation with locations in Omaha, Neb. and New York City, NY. For more information visit [www.GiftCertificates.com](http://www.GiftCertificates.com).