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GIFTCERTIFICATES.COM NAMES GARY KROW NEW CEO

Krow to Focus On Expanding Corporate Rewards and Incentives Management Programs

New York, NY, August 20, 2008 - GiftCertificates.com, a leading e-commerce provider of gift products for the consumer and corporate markets, today announced the appointment of Gary Krow as Chief Executive Officer.

Krow brings to his new position more than twenty-five years of experience in the information services and petroleum industries, having held management positions at Comdata, Sun Oil and SEI Corp.

"GiftCertificates.com is committed to becoming a major supplier of incentive management programs for the corporate world through our innovative, customer-focused approach," said Krow. "Corporate rewards and incentives is a \$46 billion growing market, and I look forward to aggressively expanding our business in this space."

As president of Comdata from 1999 to 2007, Krow led the transformation of the company from a diesel fuel transactions processing company to a full service electronic payment processing company specializing in credit, debit and stored value. Krow's tenure there was characterized by numerous significant accomplishments. He greatly increased Comdata's market capitalization, accelerated its growth rate, and increased revenues and operating margins. Among his other feats, Krow improved both customer and employee satisfaction and accepted a YWCA corporate achievement award for the advancement and support of women in the workplace on Comdata's behalf.

Prior to his eight-year tenure as president of Comdata, Krow spent several years in various roles as executive and senior vice president of different divisions within the company. Before Comdata, Krow worked at Computer Software Designs as Vice President, International Business Development.

"Gary brings a first-rate track record of success in unlocking intrinsic organizational value and maximizing a company's revenue potential," said Harvey Klein, Chairman of GiftCertificates.com. "Gary's wealth of experience in driving value propositions for customers and companies alike will bring a fresh perspective and a renewed focus to our vision of success."

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, Nebraska and New York City, NY. For more information, visit www.GiftCertificates.com.