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GIFTCERTIFICATES.COM LAUNCHES FIRST IPHONE APPLICATION THAT ENABLES CUSTOMERS TO PURCHASE GIFT CARDS FROM MOBILE DEVICE WITHOUT VISITING OUTSIDE WEBSITE

*Free iPhone Application Celebrates "Cyber Monday,"
Offers Holiday Gift Giving On-The-Go*

New York, NY, December 1, 2008 – GiftCertificates.com, a leading e-commerce provider of gift products for the corporate and consumer markets, today announced the launch of the GiftCards application, the first iPhone application that empowers customers to select, personalize, and purchase gift cards for friends, families and co-workers directly from their iPhone or iPod Touch without the need to go to an outside website.

The GiftCards application, developed for GiftCertificates.com by Trillusion Media, Inc., is available for download today at www.GiftCardsApp.com or the App Store in iTunes.

"GiftCertificates.com is all about the freedom of choice, and delivering superior value and service to our customers, especially during the holiday season," said Gary Krow, Chief Executive Officer of GiftCertificates.com. "By making it easier for our customers to access the GiftCertificates.com marketplace, the GiftCards application enhances our customers' online shopping experience and positions us to better serve them in the mobile future."

GiftCertificates.com offers a variety of gift cards in categories such as clothing, department stores, electronics, entertainment, health and beauty, home, kids and toys, jewelry, restaurants, shoes & accessories, specialty, sports, and travel. Using the GiftCard application on their mobile devices, customers can browse top brands, including Barnes & Noble®, REI®, Macy's®, and Gap®, and purchase and send physical or e-Gift cards with personalized messages using contacts from their address book. The GiftCards application also utilizes the iPhone's GPS capabilities to show the nearest location of a vendor's store.

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.