



## **GIFTCERTIFICATES.COM™ TO OFFER AMERICAN EXPRESS® - BRANDED SHOPPING CARD**

(OMAHA, Neb.) October 9, 2007 – GiftCertificates.com, a leading provider of incentive based and e-commerce gift card solutions, has partnered with American Express Incentive Services (AEIS) to offer their Persona® shopping Card to customers via their Web site, [www.giftcertificates.com](http://www.giftcertificates.com).

The Persona shopping card allows recipients to select from more than 170 popular retail, travel and entertainment establishments for electronics, apparel, jewelry, gift, home and garden, sporting goods, toys, accommodations, cruises, car rental, vacation packages, luggage and more.

The American Express-branded Card offered by GiftCertificates.com will also enable GiftCertificates.com customers to feature their own brand, logo, campaign theme or other messaging to help deliver positive reinforcement and increase impact. This easy to administer incentive Card program will give employers the flexibility to offer a customized reward experience for their unique audience.

“This newest offering to our comprehensive product portfolio enables GiftCertificates.com to continue to offer our customers an expanded selection of incentive packages for their employees and customers. We are excited to have a well respected brand such as American Express Incentive Services as a business partner,” said Sean O’Toole, chief executive officer and president of GiftCertificates.com.

“Our Persona offering delivers a premium, top-of-the-line shopping experience to Cardholders,” notes Tracy McFaddenWright, AEIS vice president of merchant partnerships. “GiftCertificates.com provides a unique and innovative mechanism to the marketplace for AEIS.”

The AEIS Persona Card offered by GiftCertificates.com can be purchased by contacting GiftCertificates.com at 1.800.PRESENT, online at [www.giftcertificates.com/business](http://www.giftcertificates.com/business) or email [corpsales@giftcertificates.com](mailto:corpsales@giftcertificates.com).

### **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 certificates, including national and local retailers, travel services and a number of popular restaurants. For more information about GiftCertificates.com™, visit the company's Web site at [www.GiftCertificates.com](http://www.GiftCertificates.com).

### **About AEIS**

AEIS, a joint venture between American Express Travel Related Services Company Inc. and Maritz Inc., provides business-to-business reward solutions including prepaid cards, American Express® Gift Cheques and Web-based reward management. Its products address a broad array of applications such as employee reward and recognition, sales incentives and consumer promotions while helping clients drive consumer and employee behaviors, build loyalty and increase brand awareness. AEIS is headquartered in Fenton, Mo., and is a licensee of U.S. patents 5,689,100 and 5,956,695. For more information, please contact [prmanager@aeis.com](mailto:prmanager@aeis.com) at 636.226.2039 or [prmanager@aeis.com](mailto:prmanager@aeis.com).

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