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## Industry Vet Buer Named CEO at GiftCertificates.com

OMAHA, Neb., June 22, 2015 — GiftCertificates.com™, the reward and gift brand of choice in today's marketplace, has named veteran rewards and incentive programs leader Richard Buer as its new chief executive officer.

Buer joins the company after a 25-year career with Maritz. As CEO of GiftCertificates.com, he will continue to develop the organization through accelerating the growth of existing offerings, launching new products, and enhancing the company's industry leading technology for its customers.

Buer most recently served as senior vice president and general manager for the West Coast Automotive Group at Maritz, where he was responsible for the sales, operations, technology and creative functions of the \$51 million agency.

During his time in that post, Buer launched a new incentive technology platform that increased speed to market and lowered technology costs. He also enhanced the strategy and analytics for the organization, creating an environment for collaboration and growth.

"Rick is a proven leader with the operational skills, business vision and ability to grow organizations through excellence in client delivery," said Lance Rosenzweig, member of the GiftCertificates.com board of directors and operating partner at Marlin Equity Partners, which owns GiftCertificates.com. "His knowledge of how teamwork and technology can work in tandem is exactly what GiftCertificates.com needs as it aims to be the leader in the incentive and rewards industry."

"It's a privilege to be part of an organization that takes great pride in delivering high-quality services and innovative solutions to clients and consumers alike," Buer said. "I'm honored to be able to lead the GiftCertificates.com team to even greater heights."

### About GiftCertificates.com

Established in 1997, GiftCertificates.com™ is a privately held corporation located in Omaha, Nebraska. The company is a leading e-commerce provider of innovative reward solutions and gift products for both the corporate and consumer markets. The business-to-business division, GC Incentives™, offers an extensive product portfolio including the SuperCertificate® REWARD, redeemable for more than 200 national merchant gift cards. More than 30,000 organizations in industries including energy, finance, insurance, manufacturing and health care have partnered with GC Incentives for customized rewards programs.

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