

GVS Vouches for DIT College Gaelic Football Club

The Gift Voucher Shop announce new sponsorship deal with DIT

November 28, 2006



The Gift Voucher Shop and Dublin Institute of Technology (DIT) announced today a new sponsorship deal for the College's Gaelic football club with The Gift Voucher Shop home of the **One4all**[®] brand. Club Chairman Billy O'Loughlin from Laois remarked "We are delighted to join forces with The Gift Voucher Shop, we believe it is a great opportunity for both organisations to develop. It will allow us to field our six teams this season, and afford an opportunity to all that are interested in playing College football, not just an elite few".

Present at the launch wearing the new Gift Voucher Shop **One4all**[®] Jerseys were DIT footballers; Mark Vaughan, Dublin, Cian Ward, Meath, Michael Lyng, Cavan and John Coughlan (St Sylvesters). Also present from The Gift Voucher Shop were Michael Dawson, CEO, Aoife Davey, Marketing Manager and Gavin Dolan, Product Development Manager Shop and Sigerson Coach.

Both organisations have experienced recent growth, DIT College's Gaelic football club has grown and grown over the past 18 months, to a stage where it is now the largest club on campus and arguably part of the biggest third level GAA club in the country. The club had over 80 students attend a First Year football blitz this October and consequently the club now fields two fresher football teams. Dublin footballer Alan Brogan managed this team last year to win the Fresher Division I Shield title. The College Club prides itself on the fact that it also caters for more than just elite players and has four College teams outside of Fresher. These teams compete from Junior to Senior in the Third level College leagues.

The Gift Voucher Shop who have been in operation in Ireland since 2002 are now market leader in the Gift Voucher market in Ireland. GVS have since expanded internationally into Malta and the UK, selling their Gift Vouchers in each countries Post Office network and online. The **One4all**[®] Gift

Voucher launched in 2004 is GVS's most famous Gift Voucher. It is a multi-store Gift Voucher that can be redeemed in over 3,500 outlets nationwide. Marketing Manager Aoife Davey and former DIT graduate (B.Sc. (Marketing)) said "The Gift Voucher Shop are delighted to be associated with DIT in this new sponsorship deal. This new partnership is our first step into our involvement within DIT and we believe it will be a very mutually beneficial relationship".

We are delighted to join forces with
The Gift Voucher Shop

With near to 200 playing members, keeping all these teams on the road takes a large amount of both human and financial effort. The club itself is run by an executive made up of DIT students. They take on roles such as

Treasurer, Secretary PRO etc.

The Club are now coming towards the end of the College league season, with some of the big high profile college competitions taking place after Christmas. DIT are in the intercounty O'Byrne Cup competition, where they could be drawn against, Dublin, Longford, Offaly or Westmeath in the new year. Following this the College enter the main third level competition the Sigerson Cup. The Club play all their games in Grangegorman the old Hospital grounds and future site for all of DIT college. The GAA club is the first part of the DIT organisation to have a presence on this site. And like the rest of the college is looking forward to move to this new campus and the exciting opportunities this will present.

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Note to Editors:

The Gift Voucher Shop Ltd

Established to provide choice and convenience to consumers in early 2002 The Gift Voucher Shop formed a strategic partnership with An Post and launched in Ireland that September selling its gift vouchers through 1,000 Post Offices nationwide in addition to its online shop, www.giftvouchershop.ie, its call center service and corporate sales team. The Post Office channel gives the company a unique national distribution capability unmatched in the gift voucher market. GVS has over 600 of Ireland's shops and services with 3,500 outlets across the 32 counties in the Irish portfolio. Leading stores such as Argos, Arnotts, Brown Thomas, Champion Sports, Debenhams, Eason, Great Southern Hotels, HMV, Roches Stores and Smyth's Toys benefit from the service's unique distribution system. The Gift Voucher Shop has extended its product offering since its launch with the most successful product to date being the **One4all**[®] Gift Voucher, launched in October 2004. The **One4all**[®] Gift Voucher is now the leading product both in the consumer and corporate market. This innovative gift voucher can be spent in any of the retail partners in The Gift Voucher Shop portfolio giving the recipient the ultimate choice.

Following The Gift Voucher Shop's success in Ireland, they have begun to develop internationally and the first of its markets was with Maltapost in November 2004. In Malta The Gift Voucher Shop Gift Vouchers are available in all 31 Maltapost branches throughout Malta and Gozo and for over 200 retail outlets on the two islands.

In October 2005 The Gift Voucher Shop and the Post Office Ltd launched in all of the 14,600 Post Office branches across the UK giving the 28 million customers who visit the Post Office every week access to an extensive range of high street retailers including B&Q, Comet, Debenhams, Habitat, Halfords, Goldsmiths, Mothercare, River Island, Woolworths and the Arcadia Group. GVS UK also offers Enjoyment and Experience gift vouchers and now the **One4all**[®] Gift Voucher. GVS UK also offer Enjoyment and Experience gift vouchers, all of which may also be purchased from www.giftvouchershop.co.uk