

Gift Vouchers voted most wanted on women's Christmas wish list

What women want and what they get don't always go hand in

13th November 2007



Today 13 November, Deloitte announced the results of their ninth annual Christmas survey* of Christmas spending plans and gift vouchers are listed as the most wanted on women's wish list this Christmas. This is a move up from number three in 2006 and a very substantial move up from number nine in 2005. Deloitte's survey reveals that 64% of women want gift vouchers for Christmas but only 49% of men actually buy them for the women in their lives. The research also reveals that gift vouchers have become a traditional gift, with 51% of Irish people wanting them as a gift and 53% receiving them.

The Gift Voucher Shop (GVS) are not surprised with the news due to the growth in their business year on year

since their launch in 2002. "We would attribute the huge growth in popularity of gift vouchers to the change in consumers needs and wants that have developed inline with the economy's growth but no doubt the growth is also a result of the recent augmentation of gift voucher products such as multi-store gift vouchers and gift cards like the **One4all**[®] Gift Voucher and Gift Card. Consumers are no longer tied to one store or shopping center, they can choose to indulge in pampering, an adventure day, a holiday or meal out as well as retail therapy" said Michael Dawson, CEO, The Gift Voucher Shop.

GVS sell Ireland's only nationwide multi-store gift voucher and gift card the **One4all**[®] and have also been conducting research** over the last two years to further investigate the reasons for growth in gift vouchers. According to their research, choice that a gift voucher offers is the most important attribute (78 per cent) that a consumer looks for when shopping for a gift voucher.

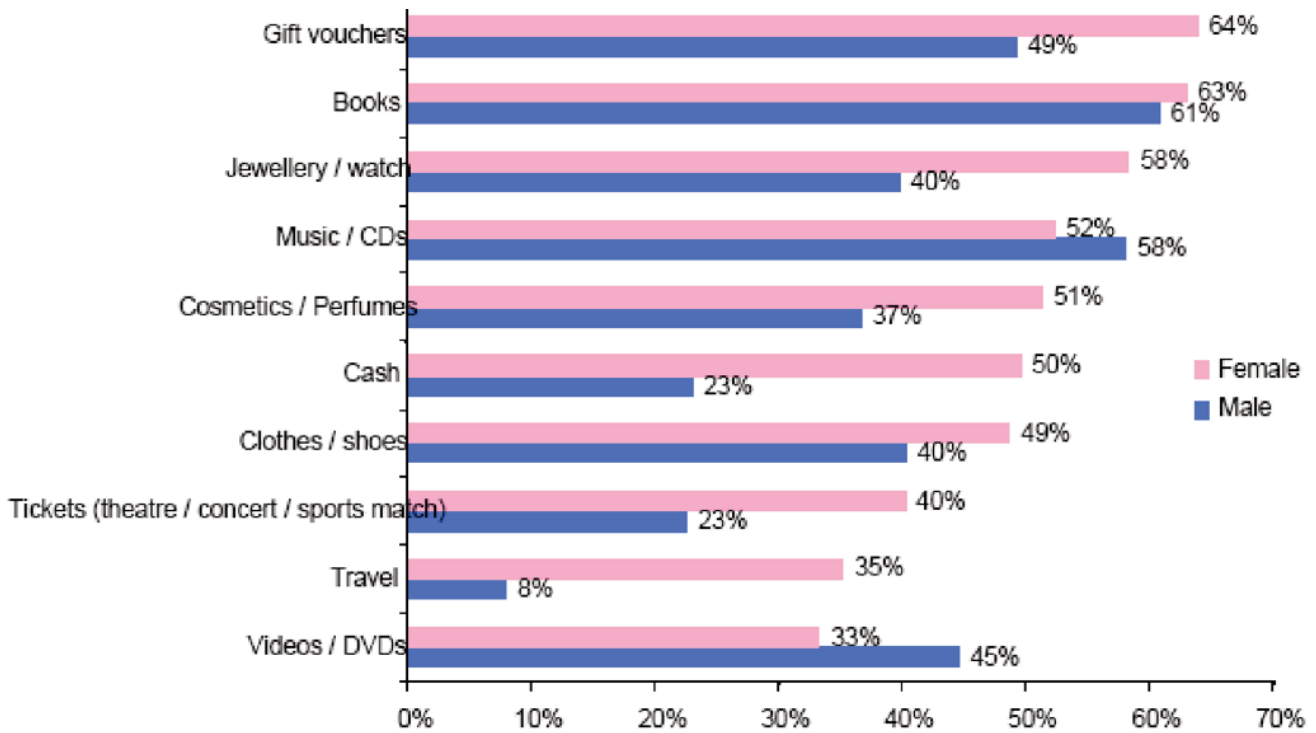
Deloitte's research also reveals that only 4% of Irish consumers enjoy Christmas shopping yet the Irish continue to be the biggest Christmas spenders in Europe with an average spend of €1,431, an increase of 6.9% on last year. This highlights the

You are satisfying all their needs and wants with a gift voucher as you are guaranteed they will appreciate the gift

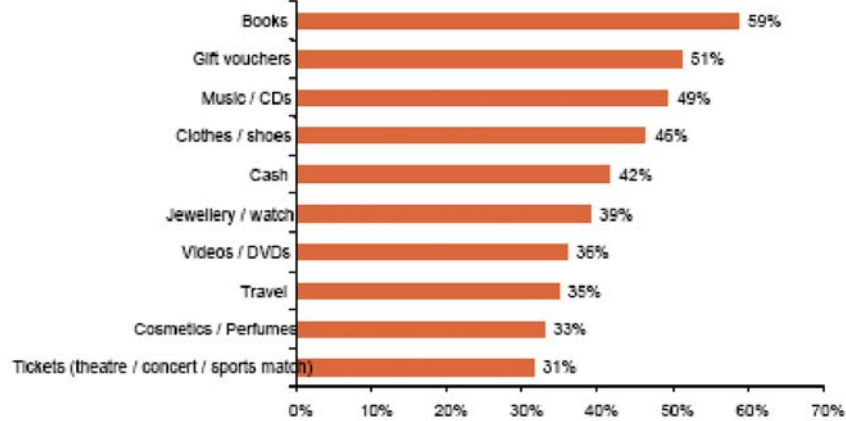
need for alternatives to the endless queuing and traffic jams we endure every year. GVS recognised this need and now have three convenient channels that Irish consumers can choose from when buying gift vouchers this Christmas that do not involve them going into the city center and enduring traffic. Gift voucher shoppers can purchase gift vouchers in their local Post Office, over the phone and online at www.giftvoucherhop.ie and now just in time for Christmas they can pop down to their local store and purchase a **One4all**[®] Gift Card through PostPoint at their local shop.

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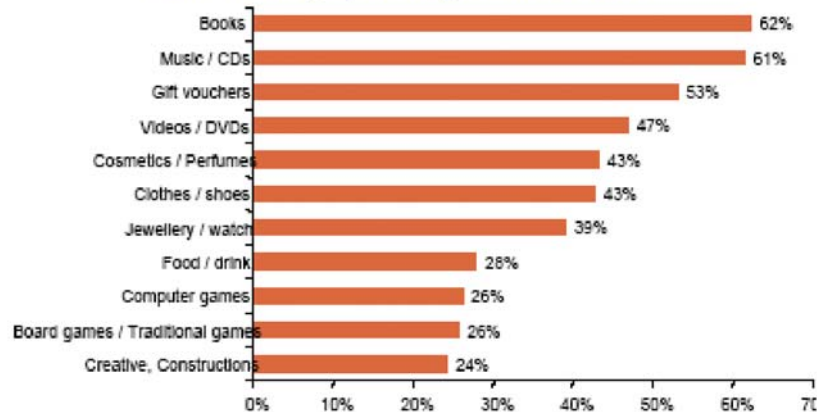
What women want and what men buy



Ten most popular adult wishes



Ten most popular gifts offered



For further information, please contact:

Gráinne Murphy, PR/Marketing Executive, The Gift Voucher Shop Ltd.
Telephone: 01 870 8163

Aoife Davey, Marketing Manager, The Gift Voucher Shop Ltd.
Telephone: 01 870 8161

Note to Editors:

The Gift Voucher Shop Ltd.

The Gift Voucher Shop (GVS) was established in 2002 as a unique and unrivalled service that eliminates any hassles normally associated with gift giving by offering consumers and recipient's ultimate choice and flexibility. Through 1,000 participating Post Office's, the PostPoint network in local stores, web and telesales channels, GVS offers the most comprehensive range of gift vouchers for an extensive and attractive array of top brands as well as smaller independent retail partners, the most popular of which being the **One4all**[®] Gift Voucher.

One4all[®] Gift Vouchers have over 750 of Ireland's shops and services with 4,000 outlets nationwide making them the leading provider of Gift Vouchers in Ireland. Leading stores such as Argos, Brown Thomas, Champion Sports, Debenhams, Easons, Great Southern Hotels, HMV and Smyths Toys benefit from the service's unique distribution system. The latest addition to the GVS product range are **One4all**[®] Gift Cards which can be spent in over 1,500 outlets nationwide.

Over 50% of GVS's business is now generated by its highly effective corporate sales division that provides a wide range of facilities and services to the corporate sector. These include staff incentives, HR support services, trade promotions and specialised software solutions for the management of the employee BIK allowances.

In July 2005, GVS launched their Online Corporate System (OCS) for Small Benefit Relief to the corporate market. The OCS is a special software development that provides a number of unique functionalities for the efficient management of the small benefit concession and has been approved by the Revenue Commissioners.

Following its success in Ireland, GVS have begun to develop internationally. The first of its markets was with Maltapost in November 2004. In October 2005 GVS and the Post Office Ltd launched in all of the 14,600 Post Office branches across the UK.

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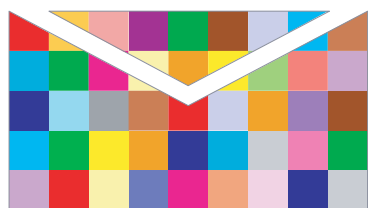
Deloitte Christmas Survey

The Christmas survey is carried out over the Internet and telephone, with a structured questionnaire to a sample of 400 individuals, within a controlled panel. Each consumer in the panel is identified through the following dimensions: Socio-demographic, personal interests and consumer behaviour. The study was mostly conducted during the first week of October. Respondents, who are 18 or older, regularly answer studies, and each consumer in the panel is identified through socio-demographics, personal interests and consumer behaviour.

This Deloitte Christmas survey is carried out in 20 countries from the EMEA region. Studies have been conducted in parallel, using similar methods, in Scandinavia, in the UK and in the USA.

The Gift Voucher Shop's Market Research

This market research was carried out by The Gift Voucher Shop on a sample size of 1,057 respondents aged 15-74



GiftVoucherShop.ie

The Deloitte logo is a dark blue rectangle with the word "Deloitte." in white, sans-serif font. A small yellow dot is positioned at the end of the period.