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GiftCertificates.com™ Licenses American Express Incentive Services' Patented DirectSpendSM Process

ST. LOUIS, March 13, 2008 – GiftCertificates.com™, a leading provider of incentive based and e-commerce gift card solutions announced today that they have entered into a licensing agreement with American Express Incentive Services (AEIS). GiftCertificates.com will leverage AEIS' patented (U.S. Patent Numbers 5,689,100 and 5,956,695) DirectSpendSM process to strategically direct cardholder spend to selected merchants and merchant groupings.

GiftCertificates.com provides innovative reward and gift products targeted to consumer and business audiences. The company will leverage the adaptability of DirectSpend technology to deliver innovative, customized prepaid solutions in both spaces. "GiftCertificates.com offers an extensive array of prepaid solutions via a convenient, user-friendly platform," said Sheree Herr, vice president of licensing at AEIS. "The addition of DirectSpend will enable GiftCertificates.com to extend their offerings by providing strategic customization options to their business partners as well as end users."

"Prepaid rewards are practical, convenient and intelligent solutions for consumers and businesses," said Sean O'Toole, chief executive officer and president of GiftCertificates.com. "Our goal is to build an industry-leading suite of innovative products and services to meet the growing demand for prepaid. AEIS' DirectSpend capability helps us meet this goal by delivering distinctive, customized solutions that will drive results."

For more information on AEIS' patented DirectSpend process, please call (636) 600-1342 or visit

www.aeis.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 stored-value cards, American Express® Gift Cheques and a Web-based reward management tool. 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 and Canada Patent 2,215,969. For more information, please contact Sheree Herr at 636-600-1342, sheree.herr@aeis.com or visit www.aeis.com.

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, Neb. and New York City, NY. For more information, please contact Marc Oshima at 646-378-2253 or visit www.GiftCertificates.com.