



**FOR IMMEDIATE RELEASE**

**GIFTCERTIFICATES.COM™ PARTNERS WITH NON-PROFIT CHARITYCHOICE  
(CCGIFTCARDS.ORG)**

***NEW MERCHANT OFFERING ALLOWS GIFTCERTIFICATES.COM CUSTOMERS TO MAKE  
CHARITABLE DONATIONS THROUGH THE USE OF CHARITY GIFT CARDS***

(OMAHA, Neb.) October 31, 2007 – [GiftCertificates.com](http://GiftCertificates.com)™, a leading provider of incentive based and e-commerce gift card solutions, has signed a deal to offer Charity Gift Certificate's [CharityChoice Gift Card](#). The new product offering allows GiftCertificates.com corporate customers and consumers to shop for a reward or gift that entitles recipients to choose among 75 charitable causes for which their funds will benefit.

The 100% tax-deductible donation gift can be used for gift giving or customers may wish to redeem it themselves for a charity they select. Recipients of the CharityChoice Gift Card may select from charities for children, disaster relief, education, environment, animals, hunger and poverty, elderly and more. For a complete list of available charities please visit, [www.ccgiftcards.org](http://www.ccgiftcards.org).

The new product offering is the first gift card at GiftCertificates.com that is designated specifically for charitable use. GiftCertificates.com customers may choose from more than 230 merchant gift cards in an industry leading product portfolio, which now includes the CharityChoice Gift Card.

“With the holiday season upon us, we are proud to offer our customers another level of gift cards (charitable) to enhance a positive gift giving experience. Gift giving is strongly influenced by the emotional connection between the gift giver and receiver and we acknowledge the CharityChoice Gift Card as an exceptional way to enhance this experience for our customers”, said Marc Oshima, vice president of marketing for GiftCertificates.com.

“Our CharityChoice Gift Cards indeed provide a way for all of us to elevate how we conduct our gift-giving. Our hope is that CharityChoice Gift Cards will make it possible for everyone to add a charitable dimension to their special occasion; that they will *Share the Joy* by thinking of others, as they celebrate”, said Daniel B. Goodman, president of CharityGiftCertificates.org.

A CharityChoice Gift Card can be purchased through the GiftCertificates.com website at [www.giftcertificates.com](http://www.giftcertificates.com). Customers may purchase a CharityChoice Gift Card through the use of the GiftCertificates.com flagship product, the [SuperCertificate®](#), or through a standard purchase of the CharityChoice Gift Card.

**About GiftCertificates.com™:**

GiftCertificates.com™ is the leading provider of gift cards and gifting advice for both consumer and corporate audiences nationwide. Established in 1997, with locations in Omaha, Neb. and New York City, the company specializes in offering SuperCertificate® rewards, which are redeemable online at GiftCertificates.com for hundreds of original merchant gift cards including; national retailers, travel services and a number of popular restaurants. GiftCertificates.com also features a variety of merchant, [MasterCard®](#) and [American Express®](#) branded gift and reward cards. For more information about GiftCertificates.com, visit the company's Web site at [www.GiftCertificates.com](http://www.GiftCertificates.com).

**About Charity GiftCertificates.org:**

Charity Gift Certificates/CharityChoice Gift Cards is a project of Special Kids Fund, Inc., a New Jersey nonprofit corporation that has tax-deductible status as a charitable organization described in section 501(c)(3) of the Internal Revenue Service. IRS - EIN # 58-2550249. [www.SpecialKidsFund.org](http://www.SpecialKidsFund.org).

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