

GiftCards.com Media Fact Sheet

Company

GiftCards.com™, the highest-ranking and most-trafficked gift card store on the Internet, boasts the largest selection of personalized Visa®, MasterCard® and Discover® gift cards available. With our in-house, print-on-demand gift card technology, we are able to quickly give our customers the personalization they desire.

As the online leader in gift card products and services, we provide:

- Personalized gift cards
- Pre-designed gift cards
- National store brand gift cards
- Local merchant gift cards
- Virtual gift cards
- Discount gift cards
- Group gift cards
- Chamber/community gift cards
- Liquidation of unwanted gift cards

Through our API suite, we additionally offer online merchants a white label, turn-key solution that allows them to offer a wide range of gift card content and products to their customers.

OmniCard™, an affiliate company of GiftCards.com, offers reward and loyalty cards to corporate clients, including 25 percent of the Fortune 500.

Founded

Founded in 1999 by Jason Wolfe, GiftCards.com originated as the gift certificate division of parent company, Direct Response Technologies. In 2003, the core business converted to selling customized Visa Gift Cards and the name changed to GiftCards.com accordingly. In 2006, Digital River (NASDAQ:DRIV) purchased Direct Response Technologies, but Wolfe reacquired the gift card division, adding it to a family of services under what is now called Omni Prepaid™.

Of Note

- GiftCards.com has the largest social following of any gift card company.
- GiftCards.com has 14 patents issued/allowed and 43 patents pending.
- Our print-on-demand facility, one of only two in the U.S., is PCI Level 1 compliant.
- GiftYa™ is a new product in development that converts gift cards into gift credits.
- GiftCards.com has over 10,000 crowdsourced gift card designs, paying out 25 cents per card sold, to thousands of PicPaid artists annually.

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Recognitions

Recent Company and Executive Team Recognitions include:

- Pittsburgh 100 Fastest Growing Companies (for six years)
- 2014 Pittsburgh Technology Council DATA Award
- 2014 Finalist Pittsburgh Business Ethics Awards
- 2013 Winner Governor's ImPAct Award
- 2013 Finalist CFO of the Year for Pittsburgh Business Times
- 2011 Ernst & Young E-Commerce Entrepreneur of the Year Award Winner
- 2011 Finalist CFO of the Year for Pittsburgh Business Times
- 2011 Finalist CIO of the Year for Pittsburgh Business Times
- 2011 Best Places to Work by Pittsburgh Magazine
- 2011 Manufacturer of the Year Finalist for Pittsburgh Business Times
- 2010 Paybefore's Best Web Sales Channel

Team

The executive team at GiftCards.com consists of the following:

- Jason Wolfe, Chief Executive Officer
- Martin Fisher, Chief Technology Officer
- Jay Scannell, Chief Operations Officer
- Carlos Tribino, Chief Marketing Officer
- Doug Blasiman, Chief Financial Officer
- Todd Anderson, General Counsel

Shelley Hunter (a.k.a. Gift Card Girlfriend) is our guide to all things gift cards and our brand spokesperson.

Offices

Pittsburgh, PA

Media Contacts

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