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## Simplify the Spring Gift-Giving Season

*Upcoming study shows consumers prefer branded gift cards to traditional gifts and cash*

**May 1, 2008 (Montvale, NJ)** Spring is upon us and that means green grass, summer clothes and gifts galore! May and June bring an onslaught of gift-giving occasions including Mothers Day, Fathers Day, most high-school and college graduations and the busiest season for weddings. All of these festivities add up to a frenzied time for gift-givers. The Network Branded Prepaid Card Association (NBPCA), a non-profit, inter-industry trade association created to advance the success of network branded prepaid cards, suggests branded gift cards (cards with an American Express, Discover, MasterCard or Visa logo) as a convenient gift that every recipient is sure to enjoy.

A new study of more than 8,000 gift card recipients (conducted by the NBPCA and scheduled for public release in mid-May 2008\*) uncovered why branded gift cards are such welcome gifts. Almost 95 percent of respondents expressed enjoyment at the freedom to choose their perfect gift. More than 64 percent of respondents suggested that gift cards are better than traditional gifts and 50 percent thought that gift cards are better than receiving cash. More than 90 percent of consumers enjoy fantasizing about what they would buy with a branded gift card, making the overall experience of receiving the card and picking out the perfect item a very satisfying experience.

"The stigma of branded gift cards being impersonal has been shattered with 80 percent of gift cards now given among family members and friends," said Paul Tomasofsky, NBPCA Executive Vice President and Chief Operating Officer. "Recipients have made it clear that they enjoy the total experience of receiving and redeeming branded gift cards and actually prefer them to other types of gifts. "

Branded gift cards are more convenient and versatile than gift certificates or store gift cards because they are accepted virtually anywhere a merchant accepts the brand logo, even online. If a favorite store moves or goes out of business the branded gift card can still be used at millions of other locations. They are also safer than cash, because the funds can be recovered if the card is lost or stolen.

The NBPCA offers the following tips for buying branded gift cards for your mom, dad, grad, spring bride and everyone on your shopping list:

- **Save gas money with one-stop shopping.** With gift card malls, banks, retailers and online outlets offering multiple branded gift cards with personalization options, it is a great way to shop for diverse recipients in one convenient location.
- **Make every dollar count.** These are tough economic times. Gift-givers need to find a gift that fits their budget and want to avoid wasting money on unwanted gifts. Branded gift cards deliver with multiple denominations and the assurance that the recipient will enjoy the gift.
- **Find a card that fits the recipient.** All branded gift cards come with unique packaging, features and benefits. Some may offer discounts or bonuses at certain retailers or reward points. Take a few moments to find the card that will best appeal to your mom, dad, grad or bride.
- **Understand the terms and conditions.** Tell the recipient to read the information that comes with the card (or is available online) and record the card number and the customer service telephone number. They should pay special attention to fees (if applicable) and when those fees are charged and check the card's expiration date and policy.
- **Plan a shopping day as a treat for your recipient.** To make the most out of the branded gift card experience, plan a shopping day with your recipient so they can enjoy an extra treat of spending time with you! When the card is used promptly, monthly fees and issues relating to the card's expiration date are avoided.

*\*The results are from an Internet study of 8,234 individuals from a representative panel of US consumers. The margin of error is +/- 2%. The NBPCA will post additional survey results on its website [www.nbpca.com](http://www.nbpca.com) in mid-May.*

#### **About the NBPCA**

The Network Branded Prepaid Card Association (NBPCA) is a nonprofit, inter-industry trade association that supports the growth and success of network branded prepaid cards and represents the common interests of the many players in this new and rapidly growing payments category. For additional information, visit [www.NBPCA.com](http://www.NBPCA.com).