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Attention News Editors:

Givex survey released, Gift Card re-loading grows 14%

TORONTO, Dec. 5 /CNW/ - As the holiday sales push moves into high gear, Givex Canada Corp. announces the release of its annual National Gift Card Survey results. Once again, Canadians coast to coast ring up gift card purchases in record amounts.

"Canadians are spending more with their gift cards, and retailer incentives are encouraging consumers to re-load cards," says Patrick Brown, VP Marketing, Givex. 55% of Canadians said that they spend more than what is on their gift card, up 9% from 2005. "We've seen the higher spending before; the increased re-loading is a trend on the rise. We can attribute much of this to the volume from quick service restaurants, many of which have started gift card programs this year."

In a random telephone survey of 1,002 Canadians conducted by SES Research on behalf of Givex, the results found:

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- 75% of those polled cite convenience and flexibility as the number one advantage of giving or receiving a gift card.
 - 36% of Canadians said they would reload their cards for discounts, up 14% from last year.
 - 59% of Canadians said if they decide to purchase a gift card for someone it is because it allows the recipient to choose what they want.
 - Only 10% of Canadians said that they felt gift cards were too impersonal, a decrease from last year.

Other gift card facts:

- Seven in ten Canadians (69%) considered themselves someone who either receives or gives gift cards.
- Women remain the leaders in gift card use with 74% indicating they have used a gift card
- Gift cards remain a popular choice for all age groups.

Source: Random telephone survey of 1,002 Canadians conducted by SES Research between November 5th and November 9th, 2006. Aggregate results of the survey are accurate +/-3.1%, 19 times out of 20.

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About Givex

Givex, winner of European Retail Solutions' Card Based Solution of the Year, is a global provider of powerful card management technologies. Our focus is to deliver excellent customer acquisition and retention tools that optimize revenue for our partners. Our experience, reliability and commitment to building long term partner relationships has helped establish Givex as an industry leader in North America and Europe. For more information, visit www.givex.com.

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