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GIFT CARDS SIMPLIFY GIFT GIVING FOR CANADIAN HOLIDAY SHOPPERS, SAYS GIVEX

December 13, 2004 (Toronto, ON) - Gift recipients like the convenience and flexibility of gift cards and tend to spend more when they use them, according to polling results released today by Givex Corporation.

"Life just got a whole lot simpler for holiday shoppers," said Karen Budahazy, SVP Givex Corporation. "Friends, family and employees prefer to receive gift cards because they are flexible and convenient. Retailers should be aggressively promoting their gift cards because shoppers like to give them and recipients tend to spend more when they use them," added Budahazy.

In a random telephone survey of 1,000 Canadians conducted by SES Research on behalf of Givex, the results found:

- 71% of Canadians said, that when they receive a gift card, they like the flexibility it provides to shop wherever and whenever they want. Only 14% said that they felt gift cards are too impersonal.
- 63% of Canadians said that when they decide to purchase a gift card for someone it is because it allows the recipient to choose what they want. Twelve percent said it was because it is convenient for them, while another 6% said that they do not like to give cash.
- 75% of Canadians said that they spend more or the same value than what is on their gift card, while 7% said they spend less.

Other gift card facts:

- Seven in ten Canadians (71%) considered themselves someone who either receives or gives gift cards.
- Women were more likely than men to consider themselves someone who uses gift cards (women 76%, men 67%).
- Canadians between the ages of 18 and 49 were more likely to use gift cards than Canadians over 50 years of age.

Source: Random telephone survey of 1,000 Canadians conducted by SES Research between October 26th and November 1st, 2004. A random survey of 1,000 Canadians is accurate 3.1 percentage points, 19 times out of 20.

About Givex Corporation

Givex processes gift card and loyalty transactions and provides payment processing gateway services for a wide range of industries including retail, hospitality, grocery and petroleum. Founded in 1999, Givex is among the fastest growing transaction processors worldwide and provides merchants with turnkey and custom solutions for tracking and managing card programs across multiple sales channels. Givex is a privately held corporation with operating offices in Canada, United States, United Kingdom and Bahamas. For more information about Givex, please visit www.givex.com.