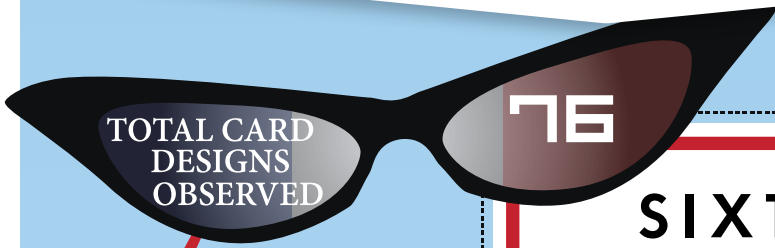


FRANCE



VISITED
SIXTY-ONE
unique merchants



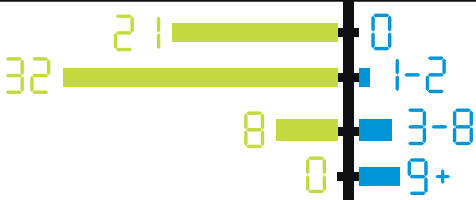
MERCHANT TYPES

BOOKSTORE DISCOUNT RETAILERS

DRUG / HEALTH / BEAUTY DEPARTMENT STORES

MERCHANTS

CARD DESIGNS



MANY HAVE NONE, AND MANY HAVE A FEW, BUT FEW HAVE MANY



NOTABLE PACKAGING & ACCESSORIES

Book-like holder with slot for gift card; ribbons tie piece shut

Small gift box with gift card attached to sliding tray

Small gold colored gift box housing gift card, wrapped with a bow

Gift card affixed into a secure pack

PERCENT OF TOTAL

CARD CONSTRUCTION

2013

Standard 4/1 PVC	50%
Foil (full face or spot)	16
Matte (full face or spot)	13
Pearl	1
Raised Surface Texture	3
Die Cut	0
Paper (solid or overlay)	4
Glitter	12
Lenticular	0
Clear Card	0
WOW (toys, coins, foam)	3
Wood / Flocked / Scented	0

GIFT CARD MALLS

1 LOCATION WITH 3RD PARTY MALL



PAPER VOUCHERS IN LIEU...

6

MERCHANTS THAT PRESENT PAPER VOUCHERS IN LIEU OF GIFT CARDS

PAPER RECEIPT IN LIEU...

1

MERCHANT PRESENTS PAPER RECEIPT THAT REPRESENTS GIFT CARD

PHYSICAL LOYALTY CARD

14 MERCHANTS WITH PHYSICAL LOYALTY CARDS

VIRTUAL LOYALTY CARD

10 MERCHANTS WITH PHYSICAL LOYALTY CARDS

HOMEMADE GIFT CARD STAND

1

A TALL BLOCK OF WOOD WITH NAILS FOR PEGS, RIBBONS FOR HANGING THE GIFT CARDS

ELABORATE WINDOW DISPLAY

1

HUNDREDS OF GIFT CARDS RUSHING THRU A MAIL SLOT OF A HOUSE DOOR