

Ready To Start Selling Gift Cards on Your Web Site?

More and more people are relying on ecommerce as a way to shop on demand, 24 hours a day. Your company's Web site should no longer be just a business card online, but a dynamic source of recurring revenue. Selling gift cards on your Web site is an easy and effective way of turning your company's site into an ecommerce storefront.

Start converting your site visitors into customers with our innovative and fully supported new solution, XXXX, powered by Toledo.com. Our ultra-secure gift card module can be fully branded and integrated into your existing Web site within hours.

Our company has been developing ecommerce Web sites for over 10 years. Our new product XXX, can now make it very affordable to start selling your gift cards online.

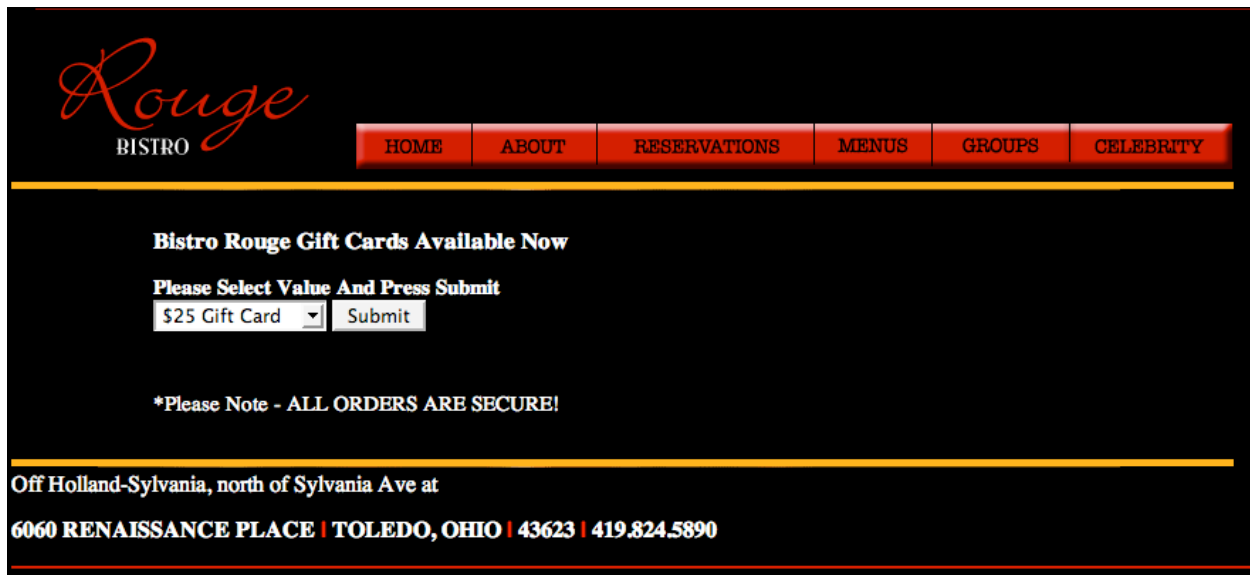
Our gift card solution is perfect for restaurants, salons, health clubs, area attractions or any kind of business that wants the ability to sell gift cards 24 hours a day. Sales of Holiday Gift Cards are expected to surge 25% to a record \$35 Billion in 2007. Are you prepared to meet the demand?

You have the gift cards, you have a Web site and we have the tools to merge the two to help you start making money online. We provide a secure shopping cart, intuitive interface and the expertise to get your gift card module up and running on your existing site in just a few hours.

Here's how it works:

1. Call one of our account managers to help set up your account. Or fill out our online form. We'll ask you some basic questions about your current site.
2. Use your existing gift cards, or order some through our preferred partner.
3. Our developers will then work on customizing your shopping cart and the look and feel of your gift card module.
4. You'll then receive 1,000 business size cards that advertise your new online gift cards, giving you the power to market to your customers face to face and at the point of sale.
5. For \$150 per month you can start selling unlimited gift cards online. It's an investment that proves to your customers that your company is up on current technology, and typically pays for itself very quickly.

Getting Started with Online Gift Cards - *Understanding online gift cards*

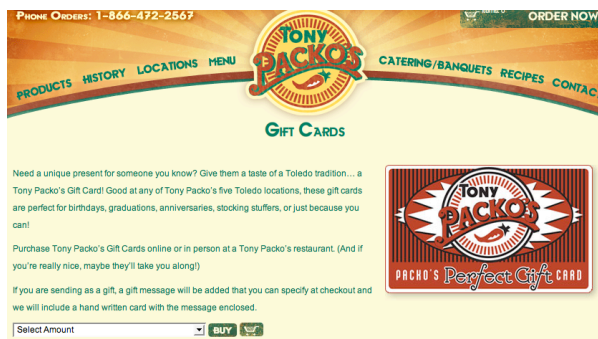


Start making money with your Web site:

Why only offer buying power from 9-5pm. Consumers crave 24/7 access to their favorite businesses. Don't let your competition win sales simply because they offer gift cards online and your site does not. Empower your Web site visitors with 24/7 buying power.

You don't need a high end Web site to use xxx. We can use your existing site, add a customized shopping cart and provide a backend secure system for gift card transactions.

Success Stories: Tony Packos & Levis Commons



TonyPackos.com

We created Tony Packo's online gift card system in 2007. Each time a in-store customer gets a receipt the cashier includes an small business card promoting the sale of gift cards online. These make perfect gifts and are easy to send. Tony Packo's has enjoyed a sharp increase in sales from this method of promotion.

Getting Started with Online Gift Cards - *Understanding online gift cards*

Gift Cards

Need the perfect gift?
It is quick, easy and online!

Birthdays, Holidays, Anniversaries, or just to say "Thanks"...

A gift card to The Town Center at Levis Commons is the ideal gift for any occasion. Gift cards can be used at all of the stores, restaurants and the movie theater at The Town Center with the exception of Verizon Wireless.

Each gift card comes neatly packaged and ready for gift giving. Cards will be processed within one business day of receipt of order and sent to recipients via U.S. mail.

Gift cards are available in denominations of \$5 to \$500.
Please note that a \$2 processing fee will be charged per gift card.
In the case of multiple card purchases the maximum fee charged will be \$10.

Customers must agree to these [Terms and Conditions](#) before placing an order!

Gift Information: Personal Business

Gift Selection:

Buy Now

ShopLevisCommons.com

In early 2007 we created a 2 part system for Levis Commons Shopping Mall. They wanted to sell Gift Cards online for the upcoming 2007-2008 holiday season and had problems in the past with other systems. We installed a system in less than 3 business days that had them selling online by the weekend.

Features Include:

- Very easy to use
- Very affordable
- 100% secure ordering for you clients
- Email notification each time an order is placed
- Order Confirmation via e-mail notification
- Ability to view sales reports
- Fully hosted on our servers
- Allows for you to run the credit card on your existing credit card key system
- Allows for optional credit card clearing directly to your existing bank account

Cost ... **\$150** per month
(+ one time \$150 start up fee)

This fee includes:

- Installation
- Adding your products to the system
- Order Form creation (to add to your website)
- Unlimited sales
- Listing & Link on Toledo.com Marketplace Section

Online Gift Card FAQ

How do I get my Gift Card orders?

Each time an order is placed you will receive an email with a link to your “back-office”. You will have a username and password that allows access to the customer order and credit card info. This is a secure connection, so your client’s credit cards will always be safe. You will be

able to login and view an invoice for each order and print it. This will contain the credit card info, the billing contact info and the shipping contact info.

How do I run the Credit Card orders?

Most clients with 10 orders a day or less just print the order and use their existing credit card key punch system and run the order manually. For people that want to automate the system we can install Authorize.net, which approves the transaction in real time and transfers the money to a bank account automatically. Authorize.net costs less than \$30 per month, has a one-time set-up of \$99 and a per transaction charge of .20 to .30 cents in most cases. The paper work for this takes approx. 5 business days to clear to make this process functional.

How do I maximize sales of my Gift Cards?

We suggest that you consider the following sales boosting tactics:

- Clearly note Online Gift Card capabilities on your site’s homepage.
- If you have an email newsletter, send a special announcement regarding
- Gift Cards (if you don’t have a email newsletter we need to talk – call us). Prepare for “Black Monday” – the first day after Thanksgiving when holiday sales start.
- Make sure you advertise that you will hand write a Gift Card for your clients.
- Most of these sales are gifts and adding a card will increase your sales. Never charge a fee to mail the Gift Card – this should be a service you include.
- Offer classy mailers for your Gift Certificate Card ([link to services here](#))

Getting Started with Online Gift Cards - *Understanding online gift cards*

E-Mail Newsletters are great for reminding your customers about Holidays and special occasions.

- New Year' Day
 - Super Bowl
 - Valentine's Day
 - St. Patrick's Day
 - April Fool's Day
 - Tax Day
 - Mother's Day
 - Father's Day
-
- Memorial Day
 - First day of Summer
 - Independence Day
 - Hot Days of August
 - Back to School
 - Graduation Season
 - Labor Day
 - Halloween
 - Thanksgiving
 - Christmas/Hanukkah/Kwanzaa