



#1 Give the award of choice*

**National Gift Card is a leading
supplier of discounted gift cards for:**

Employee Incentives • Recognition Awards • Corporate Gifts
Consumer Loyalty Programs • Gift with Purchase Incentives
Product Introductions • Fundraising Programs
Sweepstakes Prizes • Marketing Premiums

Retail Partner Services

Increase Your Gift Card Sales to the Premium and Incentive Market

National Gift Card offers the full service marketing support, secure card storage, and turnkey fulfillment services you need to increase your gift card sales to the lucrative premium and incentive market. You can partner with NGC with confidence. Our leadership team has more than 30 years of experience in the incentive and retail industries and a proven track record. In the past year, we have activated more than \$100 million in gift cards for our Retail Partners.

The Advantages of Choosing NGC as Your Gift Card Marketing Partner

Gift cards make ideal awards and incentives because they give people the freedom to choose a reward they really want. NGC can help you expand your presence in this lucrative market by offering you the following advantages:

- Increased gift card sales to the business-to-business and Scrip market through our strategic marketing efforts, superior service and experienced program management capabilities.
- Greater market exposure through promotion of your brand at industry tradeshows/events and on NGC's corporate websites.
- A choice of partnership options so you can select the services that best fit your gift card program needs.
- Turnkey fulfillment services, including secure gift card storage in our climate controlled Visa/MasterCard-certified warehouse, and the secure processing of bulk and individual gift card orders through our PCI-Compliant, SSL-certified web sites.
- Additional marketing resources designed to boost your gift card brand, including online, print and email campaigns available through *MarketDirect*, our exclusive Retail Partner marketing services program.
- Consulting services that can guide you through the industry landscape, including competitive analysis and the development of new market opportunities.

Call today to learn more about the advantages of partnering with NGC.

888.472.8747

Or visit www.ngc-group.com





Multiple Sales Channels Help Drive More Gift Card Business

RETAIL PARTNER SERVICES

SALES & FULFILLMENT

MarketDirect

OPERATIONS & FINANCE

Developing creative ways to stimulate gift card purchases is the secret to the success of our retail partnerships.

Whether your goal is to expand your presence in the premium and incentive market, increase your gift card sales to consumers, or both, we offer the sales and fulfillment solutions you need to meet your program objectives.

Business-to-Business Sales and Fulfillment

NGC can help you increase your gift card sales to a wide range of businesses for use as rewards, incentives or corporate gifts. NGC provides our Retail Partners with complete outsourcing of your B-to-B gift card program, including inventory management, storage and gift card activation. Our strategic marketing services and turnkey fulfillment solutions are designed to minimize your program costs while maximizing your exposure and sales to the premium and incentive market.

Direct-to-Consumer Sales and Fulfillment

NGC simplifies the process of selling gift cards to consumers online. Our turnkey solution includes the creation and hosting of a PCI-compliant, SSL-certified website. Whether you need a stand-alone site or one that interfaces seamlessly with your corporate site, your gift card ordering page will be branded with your corporate identity and trademarks. NGC also handles all payment processing, fulfillment and customer service for gift card orders.

Whatever your goals are for your gift card sales, we have the experience and flexibility to create a customized solution to help you meet them.

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Build Your Gift Card Brand with Targeted Marketing Services

RETAIL PARTNER SERVICES

SALES & FULFILLMENT

MarketDirect

OPERATIONS & FINANCE

NGC's MarketDirect program allows you to increase your gift card's exposure and stay prominent in potential customers' minds while they search for gift card options.

Opportunities are limited and available at a first come, first serve basis—so contact us today!

NGC MarketDirect

NGC makes it easy to add an extra boost to your gift card brand through *MarketDirect*, a menu of customized marketing resources offered by the NGC marketing team.

MarketDirect can help you save time and your company's resources by enhancing your gift card sales through:

- Website Development
- Web Advertising
- Direct Mail
- E-News Options
- Print Advertising
- Premium Incentives

Our portfolio of gift cards receives maximum exposure to executives and business decision makers to generate maximum sales. Additionally, NGC offers substantial cost savings to you by:

- Providing customer service
- Marketing your card with other nationally known retailers
- Displaying your cards at tradeshow and events
- Exposing your brand online within the NGC websites

Call Jason Abrahams, Marketing Director, at 888.472.8747 to learn more about how you can implement *MarketDirect* for your company to drive more gift card sales.

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Security is a Priority at NGC

A program's success lies in the details, and NGC pays close attention to every one of them.

We've built sound processes and fail-safe systems to assure you the utmost in security, both in our facility and online, while delivering the checks and balances needed for accurate reconciliation.

Inventory Management

NGC provides Retail Partners access to *NGCvault*, NGC's proprietary inventory management and tracking system. This secure, online-based system enables our Retail Partners to log on and review their de-active gift card inventory and activations at any time. Customized reporting is also available upon request.

Financial Reconciliation

NGC is flexible in its financial reconciliation options. Reconciliation can occur on a daily, weekly or monthly basis. Customized reporting is also available upon request.

NGC processes all credit cards for online purchases via our secure payment gateway. NGC is PCI-compliant, SSL-certified.

Gift Card Activation

NGC activates gift cards on an as-needed basis, using each individual Retail Partner's preferred method of activation. Whether that preference involves activating cards through a website portal or delivering Excel files with batch ranges, NGC's activation team is equipped to handle every Retail Partner's needs. NGC is also certified with the largest national gift card processors.

Warehousing Services

NGC has a Visa/MC-certified facility, which is secure and climate controlled. Today, NGC safely houses de-active and active gift cards from more than 170 Retail Partners. To ensure secure storage, our warehouse is monitored 24/7/365, both on- and off-site.

Call our strategic partnership team to learn more about NGC's reliable operations and finance foundation designed to support your gift card program securely through every step of the process.

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Your Gift Card Specialists

Today it's all about working smarter, not harder. Whether it's thousands of cards shipped around the country, or individual fulfillment, we're prepared to service your program from start to finish.

Choose from more than 170 gift card partners

- Customized to your specific needs
- Complete turnkey fulfillment solutions
- Perfect for rewards, incentives and motivation programs
- Ideal for promotions and generating new sales

Our Marketing Partners

1-800-Baskets.com®	Budget	Golfsmith	Noodles & Co.	Steakhouse
1-800-Flowers.com®	BURGER KING®*	Gordmans*	O'Charley's	Ryan's®*
A Pea in the Pod®	Cabela's	Hallmark	Office Depot®	Safeway
ACME	California Pizza Kitchen*	Harry London®	OfficeMax®	Sally Beauty Supply
AJWright	Carrabba's Italian Grill	HomeGoods	Old Chicago	Sam's Club
Albertson's	Carr's	Hometown Buffet®*	Old Country Buffet®*	Sav-On
Amazon.com® Gift Card	Casual Male*	HSN*	Old Navy	Sears
AMC Theatres®	Champps Americana*	iTunes®*	Olive Garden®	Sheetz®*
American Airlines®	Chart House	Jack In The Box	Omaha Steaks	Shell
American Eagle	Cheryl & Co.®	Jared® the Galleria of Jewelers*	On the Border	SpaFinder®
American Express®	Chili's	J.B. Robinson*	Outback Steakhouse	Speedway/ SuperAmerica
Applebee's®	Claim Jumper	JCPenney	Overstock.com	Sports Authority®
Arby's	CostCo Membership	Jewel-Osco	P.F. Chang's*	Staples®
ARCO PumpPASS	Cracker Barrel®	Joe Caputo & Sons	Pack 'n Save	Starbucks Card
Athleta.com	Cub Foods	Jos. A. Bank	PANERA BREAD®	Steak 'n Shake
Au Bon Pain*	CVS/pharmacy	Kay® Jewelers*	Papa Gino's	SUBWAY®*
AutoZone*	D'Angelo	Kentucky Fried Chicken	Papa John's Pizza	Sunglass Hut
Avis	Darden Restaurants	Kmart®	Pavilions	Sunoco
Babies "R" Us	Dave and Buster's	Kohl's	Payless ShoeSource	T.G.I. Friday's®
Bahama Breeze®	Del Taco®	LA Food Show	Persona® MAX	T.J. Maxx
Bailey's Pub & Grille	Destination Maternity®	Landry's Restaurants	Pier 1 Imports®	Talbots
Baja Fresh®*	Dominick's	Lands' End	Piperlime.com	Target®
Banana Republic	Domino's Pizza®	Lettuce Entertain You	Popcorn Factory®	Texas Roadhouse
Barnes & Noble®	Dunkin' Donuts	LongHorn Steakhouse®	Qdoba Mexican Grill*	The Cheesecake Factory®*
Bass Pro Shops	EB Games*	Lord & Taylor	Rainforest Café	The Home Depot®
Bath & Body Works	El Pollo Loco*	Lou Malnati's Pizza*	Randalls	The Orvis Company, Inc.
Bed Bath & Beyond®	Express	Lowe's®	Red Lobster®	TigerDirect.com®*
Best Buy®	ExxonMobil	Lowes Theatres	Regal Entertainment Group	Travelocity
Best Western	Fairmont® Hotel & Resorts	Macy's	Regis Salon	Toys "R" Us
Billboard Music	Fandango	Maggiano's Little Italy	Rixty Online Entertainment	Visa® Reward Card†
Blockbuster®	Fannie May	MAPCO	Rock Bottom Restaurant*	Vons
Bloomingdale's	FinishLine*	Marathon Oil	Rocky Mountain	Walgreens
Bonefish Grill	Fire Mountain®*	Marriott TravelCard®	Chocolate Factory*	Walmart
Borders®	Fleming's	Marshall's	Romano's Macaroni Grill	Yankee Candle®*
Boston Market	Foot Locker	MasterCard®	Roy's	Zappos.com
BP	Fox & Hound	Menards®	Ruth's Chris	
Brinker International	GameStop®*	Men's Wearhouse*		
Brooks Brothers	Gap® Options	Motherhood® Maternity		
Bruegger's Bagels*		Nike		
Brunswick Zone*				
Buca di Beppo				

* **NGC Distinguished Retail Partners** | † Cards issued by MetaBank™ pursuant to a license from Visa U.S.A. Inc. Retail Partner list subject to change without notification. For a full listing visit www.ngc-group.com

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