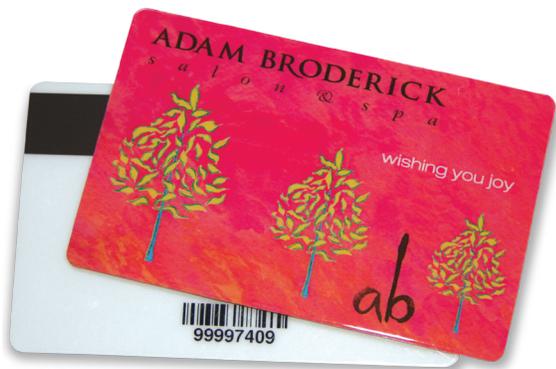


INNOVATION

GIFT & STORED VALUE CARDS

Gift cards and stored value cards have become an extremely lucrative revenue stream for retailers. In 2009 alone, consumers spent more than \$23 billion on these cards. Increasing numbers of merchants, in all retail categories, are allocating valuable space to display gift cards inside their stores.



INSPIRED IDEAS TO GENERATE MORE SALES OPPORTUNITIES

As retailers have come to realize the revenue potential of gift card programs, they've found innovative ways to expand their programs. Fresh uses for gift cards include: in-store promotions, incentive targets for loyalty programs, charitable donations and issuance of merchandise credit. In addition, gift cards have extended well past the traditional gift giving of the holiday season and into other special occasions such as: Mother's Day, birthdays, graduations, anniversaries, etc.

MANY CHOICES FOR THE RETAILER AND CONSUMER ALIKE

VANGUARD ID SYSTEMS offers gift card and stored value cards in several sizes; standard, hanging and our convenient Mini Gift Tag®. Printed on Teslin® and laminated with polyester, these durable products come in thicknesses ranging from 18-mil to 30-mil and won't crack, break, fade or peel, so the cards—and your brand image—will make a lasting impression.

Our staff can work with you to create a unique and custom graphic for the cards – featuring your own logo, colors and message with the following options:

- Custom orders ranging in quantities as small as 500 and as large as several million
- Cards can be numbered sequentially or randomized
- Available with magnetic stripes, bar codes and/or RFID technology
- Optional PIN numbers with scratch-off labels
- All products work with your existing POS system or payment processor



FACTS & STATISTICS:

- 60% - The percentage of gift card recipients that spend more than the value of the card.
- 55% - The percentage of recipients who find more than one trip necessary to deplete value of the card.
- 15-20% - The percentage of all gift card value that is never redeemed.
- 200-400% - The percentage increase that automated gift cards outsell paper certificates.

