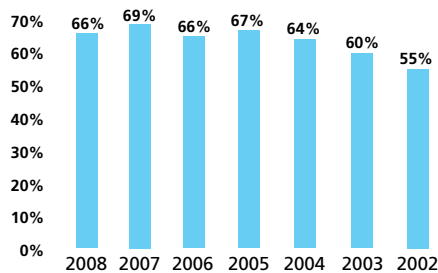


Deloitte 2008 annual holiday survey

Gift card trends

% who will buy gift cards as gifts



Almost half (47%) of consumers have unused gift cards. On average, these consumers have 5.9 cards, up from 3.7 last year.

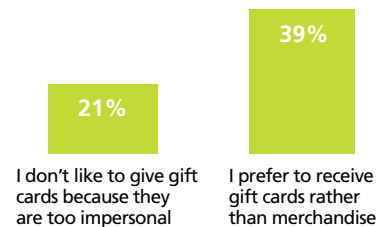
Consumers are becoming concerned about unused gift cards

I currently have too many gift cards	14%
I am concerned about the store closing before I can use my card	23%
It's unlikely I'll ever redeem all my cards	14%
I've had at least 1 card expire before I could use it	24%
At least 1 card was unusable because retailer went out of business	10%
I've misplaced or lost at least 1 card	18%

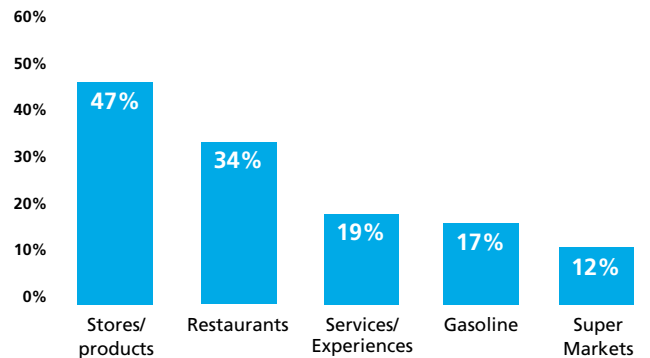
Gift cards remain the top gift choice for the fifth consecutive year!

	2008	2007
Average no. of gift cards plan to buy	5.3	5.5
Plan on buying 10 or more	16%	16%
Average total spend on gift cards	\$151	\$199
Average spend per card	\$28	\$36

Consumer sentiments about gift cards



% of consumers who plan to purchase each type of gift card



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