



FOR IMMEDIATE RELEASE

GiftCard Partners Acquires 3 New Clients

May 24, 2010 - Wellesley, MA - GiftCard Partners, Inc., a Wellesley based business-to-business management and consulting services company, has acquired three new clients. Gift cards from AutoZone[®], WaySpa.com, and FragranceNet.com[®] have now been added to GiftCard Partners' portfolio of premier gift card brands that are offered to the Incentive, Loyalty, Promotion, and Fundraising markets.

AutoZone, based in Memphis, TN, is the nation's leading retailer and distributor of automotive replacement parts, car accessories, and maintenance items. Gift cards can be used at 4,200 stores in the US and Puerto Rico. The AutoZone brand is built on customer service, spirit, and pride.

www.giftcardpartners.com/autozone

WaySpa.com is the world's fastest-growing online spa marketplace. Founded in 2003 in partnership with spas around the world, WaySpa.com offers gift cards, gift certificates, and e-certificates that are redeemable at over 1,600 spa locations in North America. WaySpa.com's industry leading search tools help consumers find spa treatments and packages and compare spas in their neighborhood or around the world quickly and easily. www.giftcardpartners.com/wayspa

FragranceNet.com was created to provide the public with access to the largest inventory of genuine, brand name fragrances, skincare, candles, aromatherapy, and more at the lowest possible prices. With over 13,000 brand name products at discounts up to 70% off department store prices, FragranceNet.com offers a unique product at a unique price. www.fragrancenet.com

"We are honored to work with these premier merchant brands. Each company is a leader in its respective retail category. In partnership with them, we will help them fully develop and expand their B2B gift card distribution channel," said Deborah Merkin, GiftCard Partners Chief Operating Officer.

ABOUT GIFTCARD PARTNERS, Inc.

GiftCard Partners is a leading provider of B2B Gift Card Program Management Services for retailers and hospitality providers interested in selling their gift cards in bulk for use in Motivation, Reward, Loyalty, Consumer Promotion and Fundraising programs, www.giftcardpartners.com. GiftCard Partners helps its clients grow revenue, increase profits, gain market share, and strengthen their brand. GiftCard Partners currently has 11 clients representing 20 gift card brands including: CVS/pharmacy[®], SUBWAY[®], Brinker International Restaurants, Charming Shoppes, Express, 1-800-Flowers, AutoZone[®], WaySpa.com, FragranceNet.com, Just Tunes[™], and Golf America.

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