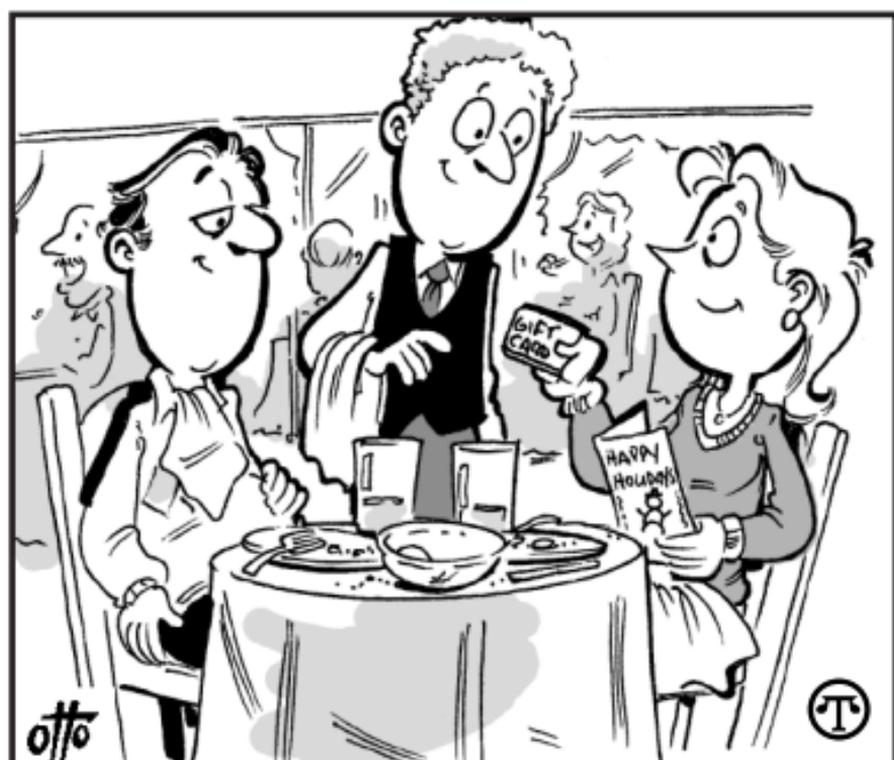


# Great Gifts

## Every Card Tells A Story™

(NAPSA)—As the holiday countdown continues, shoppers are making their lists and checking them twice.

According to a *Consumer Reports* survey, gift cards will be the second most popular gift in 2006. This year, about 80 percent of consumers are expected to buy



**A gift card can be used to create lasting memories during the holiday season.**

someone at least one gift card, according to a Retail Forward survey.

As gift givers attest, gift cards are a meaningful way to recognize and share the personal interests of friends and loved ones. The gift card is just the start, it is about what is bought with the card and the value and experience it can bring to the end user.

Kevin Raab of Danville, Calif., said he has a reputation of being difficult to buy for. He calls the Best Buy and Chili's gift cards from his mom and grandmother the best gifts he's ever received from his family.

"I was able to buy the video games and DVDs I wanted and take my girlfriend out to dinner. It was great!" said Raab.

More than 80 top brands including Best Buy, Barnes & Noble, BLOCKBUSTER, Chili's, iTunes, Macy's, and Sears can be found at Gift Card Mall displays inside more than 60,000 grocery, drug and convenience stores such as Safeway, A&P, Ahold, Bashas', BI-LO, Food Lion, Giant Food Stores, Kings, Lowes Food, Martins Food Stores, Pathmark, Price Chopper, Stater Bros., Top Markets, and United Supermarkets.

A trip to the Gift Card Mall is a great way to select gifts for the holidays that will be remembered for years to come.