

Gift Cards Get More Valuable

(NAPSA)—There's a reason more people are giving gift certificates this holiday season: Shoppers would rather let their friends, family and colleagues decide what presents they actually need and want.



The newest gift cards let shoppers save money and avoid crowds.

Last Christmas alone, Americans spent \$17 billion on what the news media dubbed “the first generation” of gift cards. But now, with new membership programs being offered by merchants like www.dealpass.com, today's savvy shoppers can actually save themselves money while avoiding the stress associated with finding the perfect gift in crowded stores.

It's all done through special online membership programs. After enrolling for a reasonable membership fee, shoppers wind up saving up to 20 percent on every gift card they buy from a large array of merchants, including brand-name retailers and leading restaurants.

“These valuable membership benefits give you the ability to save money on holiday gift card giving and the recipient the freedom to buy whatever they want,” says Sandy Malone, senior consultant for personal savings at Vertrue Incorporated, a direct-to-consumer marketing company based in Stamford, Connecticut.

Vertrue, in fact, recently released a study, conducted by Kelton Research, confirming at least one reason why gift cards are so popular: 89 percent of Americans agreed that gift cards allow people to buy what they truly want or need.

For more information, visit www.dealpass.com.