

# Last-Minute Holiday Gifts

(NAPSA)—Whether it's days or hours before the holidays, it can be easy to give last-minute gifts that are both thoughtful and appropriate with gift certificates.

Gift certificates and gift cards continue to increase in popularity. According to the Tower Group, total gift card sales for 2004 will be \$55 billion. Research conducted by the National Retail Federation indicates that nearly 70 percent of all consumers purchased gift cards during the 2003 holiday season, accounting for nearly 22 percent of all holiday spending.

Regardless of whom you are shopping for, gift certificates and cards make terrific holiday gifts.

The ability to shop online for gift cards and gift certificates makes shopping during the last moments of the holiday season more convenient and enjoyable, giving you time to choose the most appropriate gifts.

There is less need to worry about shipping a gift across the country and wondering if it will make it in time. Gift cards are easy to ship and can often be delivered overnight, economically. Gift certificates can be downloaded quickly, leaving plenty of time to purchase a present for the unexpected dinner guest.

In addition, you can still find a great gift at the last minute by



purchasing a SuperCertificate from GiftCertificates.com. The SuperCertificate is a very thoughtful gift as it can be redeemed for certificates to hundreds of retailers. It can be selected, purchased and delivered rapidly, a truly stress-free solution for the last-minute gift.

Web sites such as GiftCertificates.com offer a large variety of gift certificates to satisfy the multitude of preferences for the variety of people on your shopping list. They provide innovative and convenient ways to select the appropriate gift. You have options to search by category, store name, certificate denomination, e-mail delivery capability, even location.

Gift certificates provide choice and can save you both time and money. Gift certificates are easy to pack and to ship and delightful to give and receive.