

NEWS FOR RELEASE: Immediately

National Gift Card Hires New Marketing Director

April 20, 2010 – CRYSTAL LAKE, Ill. [National Gift Card Corp.](#) (NGC), a leading incentive gift card distributor, recently hired Jason Abrahams to serve as Marketing Director for the company.

Abrahams' responsibilities will include working with NGC's retail partners to help build their brands among the business-to-business community at large, as well as specific target audiences within the gift card industry. Additionally, he will work to maintain the brand integrity of National Gift Card as the company develops and implements its enhanced corporate marketing and communication plan.

"Jason's extensive background and experience will be a tremendous asset to National Gift Card as we continue to grow the business," said Adam Van Witzenburg, NGC president. "We are excited that Jason has joined our team to help strategically position both National Gift Card and our nationally-recognized retail partners as trusted resources for all businesses seeking the best solutions for their motivation, incentive and promotional programs."

Abrahams previously worked at Chicago-based KemperLesnik, where he was an account executive developing and executing marketing and PR strategies for the agency's technology and financial industry clients. He also assisted in managing The Art of Food & Wine Palm Desert, organizing and coordinating many aspects of the four-day festival. Abrahams, a Palatine, Ill. resident, graduated cum laude from University of Miami (Fla.) with a Bachelor of Business Administration degree, and graduated with distinction from DePaul University with a Master of Business Administration degree.

About National Gift Card Corp.: A leading incentive gift card distributor in the B2B and Scrip industry, National Gift Card Corp. (NGC) has partnerships with more than 150 national retailers, restaurants, and other major gift and prepaid card issuers. NGC provides corporations the largest selection of gift cards, online ordering capabilities, and fulfillment services for loyalty, incentive, and reward programs. NGC continues to

develop innovative technology solutions and delivers the best value to its customers.
National Gift Card is headquartered in Illinois with offices in Florida. To learn more about
National Gift Card Corp., please visit <http://www.ngc-group.com> or call 888-472-8747.

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