

NEWS FOR RELEASE:

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Incentive Gift Card Council Launches New Web Site, Logo
What's new: Easier navigation, more search options

Naperville, IL – Companies, incentive professionals, and others searching for gift card information now have a new, streamlined resource -- a redesigned Web site (<http://www.usegiftcards.org>) from the [Incentive Gift Card Council](http://www.incentivemarketing.org) (IGCC), a special industry group of the [Incentive Marketing Association](http://www.incentivemarketing.org).

The trade group also introduced a bold, new logo to coincide with the Web site redesign.

“Incentive programs, and those which incorporate gift cards, are a vital business tool,” said Monique Agaliotis, IGCC communications director and associate publisher for *Incentive* magazine. “The new Web site is easier to navigate and the expanded directory will allow potential gift card buyers to access information they need from one place. Web site visitors can look for particular providers, types of gift cards or related services by easily retrieving information from the site. Additionally, it will enable them to locate gift card providers who meet IGCC standards.”

The Web site also provides a wide variety of research resources, case studies, gift card incentive guidelines, and a searchable database to find the right gift card or support providers for successful incentive programs. To find useful information on gift cards or a provider for an incentive gift card program, visit www.usegiftcards.org or call (630) 369-7780.

Key audiences for the new Web site include corporate incentive customers, incentive service companies, business and consumer affairs news media, and IGCC members, who may access a members-only section with additional research data, event details and incentive industry news.

About the Incentive Gift Card Council – The Incentive Gift Card Council is a strategic industry group within the Incentive Marketing Association (<http://www.incentivemarketing.org> and <http://www.returnonperformance.com>). The IGCC educates the incentive marketplace and the corporate community on the benefits of gift cards, including choice, value and service, and other key attributes recipients say that they want their awards to have. For more information, please visit <http://www.usegiftcards.org>

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