



Los Angeles, CA – October 8, 2010: Marlin Equity Partners (“Marlin”) is pleased to announce that it has acquired GiftCertificates.com, Inc. (“GiftCertificates”), a leading e-commerce provider of innovative reward solutions and gift products for both the corporate and consumer markets. The company’s service offering includes corporate prepaid incentive solutions, consumer direct gift cards and gift card fulfillment services for merchants. GiftCertificates’ core product, the SuperCertificate®, is a proprietary universal gift certificate which can be redeemed for hundreds of leading merchant gift cards.

“The combination of valued customer service and superior products has made GiftCertificates one of the most respected and identifiable names in the reward solutions industry. Marlin is excited to partner with the GiftCertificates’ management team to bring the operational and financial resources needed to fully support the company’s growth initiatives,” stated George Kase, Partner at Marlin.

Michelle Hamilton, GiftCertificates’ COO, commented, “We are very pleased and excited to have Marlin as our partner. Marlin’s leadership, deep domain expertise and extensive resources will help drive further market penetration and growth for the company. This shared vision will greatly enhance our position as a market leader in the reward solutions industry.”

About Marlin Equity Partners

Marlin Equity Partners is a Los Angeles, CA-based private investment firm with over \$1 billion of capital under management. The firm is focused on providing corporate parents, shareholders and other stakeholders with tailored solutions that meet their business and liquidity needs. Marlin invests in businesses across multiple industries that are in the process of undergoing varying degrees of operational, financial or market-driven change where its capital base, industry relationships and extensive network of operational resources significantly strengthens a company's outlook and enhances value. Since its inception, Marlin, through its group of funds and related companies, has successfully completed 40 acquisitions. For more information, please visit www.marlinequity.com.

About GiftCertificates.com

GiftCertificates is a Omaha, NE-based leading e-commerce provider of innovative reward solutions and gift products for both the corporate and consumer markets. The company’s solutions consist of three offerings: corporate prepaid incentive solutions, consumer direct gift cards and gift card fulfillment services for merchants. GiftCertificates’ core product, the SuperCertificate®, is a proprietary universal gift certificate which can be redeemed for hundreds of leading merchant gift cards. The SuperCertificate® is a practical alternative to traditional corporate incentives such as cash, merchandise or travel rewards. For more information, please visit www.giftcertificates.com.

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