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INFORMATION

• 2017 •

# American Eagle Outfitters®: B2B Fact Sheet

## Brand Overview:

Give your friends awesome #AEOSTYLE with the American Eagle Outfitters Gift Card. American Eagle Outfitters is a brand with expertly crafted, high quality jeans at our core. We create clothes that fit our customers' lives, all made to take and make your own. We're real. We fit everyone. We ARE American style. With more than 900 stores in the U.S. and Canada, and Mexico and at ae.com, there is sure to be an American Eagle Outfitters just around the corner from you. Shop On. LIVE YOUR LIFE.

## Key Facts:

**Number of locations:** 1,000 +

**Card Redemption:** In stores and online

**Discount Structure:** Provided upon request

**Denominations:** \$5 to \$500

**Dormancy Fees:** None

**Card Type:** Plastic

**eCerts:** Yes



**AMERICAN EAGLE  
OUTFITTERS®**  
ae.com

# Aerie: B2B Fact Sheet

## **Brand Overview:**

The Aerie by American Eagle Outfitters® gift card is the perfect way to share the love of bras, undies, swimwear and more with every girl. Designed in sizes 30A to 40DD, Aerie is committed to making bras for girls of all sizes feel good about themselves, inside and out... because we believe the real you is sexy! Aerie collections are currently located in select AE stores and in over 125 stand-alone stores in the U.S. and Canada and at [aerie.com](http://aerie.com). Share your love at #aerieREAL.

## **Our 15-25 Year Old Customer...**

- Ethnically diverse
- Has a household income of \$47K Average
- Lives at home with parents (dependent on provider)
- Goes to college (independent & provider)
- Lives on their own post-college (independent)

## **Key Facts:**

**Number of locations:** 1,000 +

**Card Redemption:** In stores and online

**Discount Structure:** Provided upon request

**Denominations:** \$5 to \$500

**Dormancy Fees:** None

**Card Type:** Plastic

**eCerts:** Yes



# Belk: B2B Fact Sheet

## Brand Overview:

### **Give the gift of modern, Southern style from Belk!**

With over 300 locations throughout the southeastern United States, we satisfy the modern Southern lifestyle like no one else. You'll find the latest designer fashions for the whole family, the biggest names and expert advice in beauty plus everything your home needs from your morning cup of coffee to the perfect pillow.

To us, Southern isn't a place. It's an attitude and a state of mind. It's exceptional service, smiles and more than anything, it's delivering the modern fashion you desire, and the value you deserve. So enjoy. And bring a little modern, Southern style to your home today.

## Key Facts:

**Number of locations:** 300+

**Card Redemption:** In stores and online at [www.belk.com](http://www.belk.com)

**Discount Structure:** Provided upon request

**Average Ticket:** \$60

**Denominations:** Any from \$25-\$500

**Dormancy Fees:** None

**Card Type:** Plastic

**eCerts:** Yes



## **Awards:**

2014: *Stores Magazine*  
"Favorite 50 Online Retailers"  
List

2014: RIS News Top 10  
Department Stores

2014 : *Apparel Magazine's*  
Top 10 Department Stores

## **Demographics:**

Mainly female, Belk's customer overwhelmingly views herself as modern. She's a fashion customer, married, family-oriented and often works outside the home. She socializes regularly with friends and looks for occasions to bring her family together. She's feminine, colorful and is the decision-maker for family purchases.



# Bob Evans Farms®: B2B Fact Sheet

## **Brand Overview:**

At Bob Evans Farms providing wholesome, flavorful meals that bring families and friends together is a symbol of love. From our seasonal ingredients, eggs gathered fresh daily, breads baked fresh in-house every day, to our dinners slow-roasted for hours. It's not complicated; everybody is somebody at Bob Evans. Enjoy at our table or yours as this is mealtime! Bob Evans Farms "Get In On Farm-Fresh Goodness."

## **Key Facts:**

**Number of Locations:** 549 locations in 18 states

**Card Redemption:** In-Store, Online, & Phone

**Discount:** Provided upon request

**Minimum Order:** \$1000

**Denominations:** Any from \$15 - \$500

**Dormancy Fees:** None

**Card Type:** Plastic

**eCerts:** Yes

## **Proud Recognitions:**

Has a family of brands including: Bob Evans Farms, Bob Evans Restaurants, Bob Evans Get In On Something Good, Bob Evans Grocery Products, and Owens

We have been serving up farm-fresh goodness since 1953!

Pride ourselves on treating every visitor as if they're our only guest that day.



# Bon-Ton: B2B Fact Sheet

## Brand Overview:

The Bon-Ton Stores, Inc. operates 267 stores, which includes nine furniture galleries and four clearance centers, in 26 states in the Northeast, Midwest and upper Great Plains under the Bon-Ton, Bergner's, Boston Store, Carson's, Elder-Beerman, Herberger's and Youngers nameplates. The stores offer a broad assortment of national and private brand fashion apparel and accessories for women, men and children, as well as cosmetics and home furnishings. To find a location near you, visit any of our websites [www.bonton.com](http://www.bonton.com), [www.elderbeerman.com](http://www.elderbeerman.com), [www.bergners.com](http://www.bergners.com), [www.bostonstore.com](http://www.bostonstore.com), [www.carsons.com](http://www.carsons.com), [www.herbergers.com](http://www.herbergers.com) or [www.youngers.com](http://www.youngers.com).

One gift card can be used at all seven store brands.

## Key Facts:

**Number of locations:** 262

**Card Redemption:** In-store and online

**Discount Structure:** 10%

**Denominations:** Any from \$5-\$250

**Card Type:** Plastic

**Dormancy Fees:** None

**eCerts:** No

## Geographical Coverage:

- Carson's – IL, IN and MI
- Bergner's - IL
- Boston Store - WI
- Herberger's - WI, MN, SD, ND, MT, NE, CO, ID and WY
- Youngers - MI, IA, WI, WI, MN, SD, IL and NE
- Elder-Beerman - IL, IN, KY, MI, OH, WI and WV
- Bon-Ton - CT, MA, MD, ME, NH, NJ, NY, PA, VT and WV



## **Nationally Distributed Brands:**

The popular labels in apparel, accessories, footwear, cosmetics and home furnishings include Anne Klein, Børn, Calvin Klein, Carters, Clarks, Clinique, Coach, Estée Lauder, Fossil, Frye, Jessica Simpson, Jones New York, Kenneth Cole, Lancôme, Lauren, Michael Kors, Nine West, Polo, Steve Madden and Vince Camuto

## **Points of Difference:**

- Unlike JC Penney's, Kohl's and Sears, Bon-Ton carries high-end cosmetics and fragrances, including Clinique, Estee Lauder, Lancôme, Armani, Christian Dior, and Polo
- Bon-Ton also has exclusives in these markets for accessories and handbags from companies including Sak, Dooney & Bourke, and Aigner
- Bon-Ton carries better brands in women's, junior's, men's including Ralph Lauren, Tommy, Columbia, Chaps
- Demographics: many Bon-Ton stores are in small cities with populations of 65,000-150,000, where there is no other nice department store.
- Big cities represented: Chicago, Buffalo, Milwaukee, Green Bay, suburban Baltimore, Minneapolis - St. Paul, Harrisburg, Indianapolis

# Boscov's: B2B Fact Sheet

## **Brand Overview:**

For 100 years and counting, Boscov's has been known for incredible value, the most-wanted brands and exceptional customer service that keep customers coming back year after year. Our stores are packed full of everything you need for you, your family and your home. As the largest family-owned department store chain, we have over 200 departments and 100s of the nation's top brands – there's something for everyone!

We carry apparel, shoes & accessories for women, children and men. Plus, home products like small electrics, furniture, bedding, domestics, housewares, dining & entertaining, giftware, grills, patio furniture, garden accessories, luggage, toys and much more! We not only offer the best merchandise at the guaranteed lowest prices, we also make your shopping experience enjoyable with our award-winning customer service.

## **Key Facts:**

**Number of locations:** 44 stores reaching across 6 states in the Mid-Atlantic region of the country

**Card Redemption:** In stores and online at [boscovs.com](http://boscovs.com)

**Discount Structure:** Provided upon request

**Denominations:** Any from \$5-\$250

**Dormancy Fees:** None

**Card Type:** Plastic

**eCerts:** Yes

## **Proud Recognitions:**

- Boscov's has ranked in the top ten of the best retail stores, as well as the top 5 department stores, for customer service (Source: NRF Foundation/American Express Customer Service survey)



# Brooks Brothers: B2B Fact Sheet

## Brand Overview:

In 1818, Henry Sands Brooks founded Brooks Brothers, the first ready-to-wear fashion emporium in America. Since then, Brooks Brothers has proudly become an institution that has shaped the American style of dress for both men and women through fashion innovation, fine quality, personal service and value. The brand has a rich history of dressing customers of note — for example, 39 of the 44 U.S. Presidents. Brooks Brothers is proud that many of its offerings continue to be made in America. This includes suiting, made-to-measure clothing, luxury shirts and silk ties crafted in its three United States factories.

A stylish choice appropriate for any gift giving occasion, the Brooks Brothers gift card is conveniently redeemable at all Brooks Brothers U.S. and Canadian branded stores, by catalog and online. For a store location near you or to request a catalog, call 1-800-274-1815 or visit [www.BrooksBrothers.com](http://www.BrooksBrothers.com).

## Key Facts:

**Number of locations:** 200+

**Card Redemption:** In stores, online and catalog

**Discount Structure:** Provided upon request

**Denominations:** \$25, \$50, and \$100

Customized denominations are available over \$100

**Dormancy Fees:** None

**Card Type:** Plastic

**eCerts:** No





# Build-A-Bear Workshop®: B2B Fact Sheet

## **Brand Overview:**

Give the gift of FUN with Bear Bucks® gift cards! They're easy to give and fun to get! When you give a gift card to Build-A-Bear Workshop, you're giving a fun experience and friend they'll always remember. Build-A-Bear Workshop offers an interactive make-your-own furry friend retail-entertainment experience in approximately 400 stores worldwide. Kids of all ages can create their own furry friend and customize it with clothing, sounds, scents & accessories. Visit [buildabear.com](http://buildabear.com) to find a store near you.

## **Key Facts:**

**Number of locations:** 400

**Card Redemption:** In-store & online

**Discount Structure:** Provided upon request

**Denominations:** \$5-\$500

**Dormancy Fees:** None

**Card Type:** Plastic

**eCerts:** Yes

## **Recent Awards:**

- 2014 FORTUNE "100 Best Companies to Work For" List for the sixth year in a row!
- 2010 Bronze Winner Integrated Media Campaign Small Santa's Workshop for the Holidays National Retail Federation
- 2010 Bronze Single Media Campaign Broadcast Small Elves - Agency: Barkley National Retail Federation
- 2009 WiredKids Best of the Web (award sponsored by WiredSafety.org)



# California Pizza Kitchen: B2B Fact Sheet

## **Brand Overview:**

California Pizza Kitchen is a casual-dining restaurant serving up California creativity through its innovative menu items. CPK provides a range of inspired dishes, from hand-tossed and hearth-baked California-style pizzas, to imaginative salads, pastas, entrees, soups, sandwiches and beverages.

Offering dine-in, take-out, catering, online ordering and an award-winning CPKids Menu.

## **Key Facts:**

**Number of locations:** 200

**Card Redemption:** In-restaurant

**Discount Structure:** Provided upon request

**Denominations:** Any from \$10-\$500

**Dormancy Fees:** None

**Card Type:** Plastic

**Card Customization:** Yes. Minimum total order requirement = \$1,000. Minimum # of cards = 4

**eCerts:** Yes

## **Pizza Dough Rewards Program:**

Guests are invited to join the Pizza Dough Rewards program. For every \$100 spent at CPK, they will receive \$5 of Pizza Dough Rewards that can be redeemed on their next visit. To join, go to [cpk.com](http://cpk.com), download the Pizza Dough Rewards App or sign up with a server. For more information on California Pizza Kitchen visit [www.cpk.com](http://www.cpk.com).



# Catherines®: B2B Fact Sheet

## **Brand Overview:**

Catherines is the premier fashion and fit specialist in the 16W-34W and 0X-5X size range. With nearly 400 stores in 44 states, plus the catherines.com website, the Catherines collections are always within reach.

Catherines serves a unique niche in the marketplace, offering beautiful fashions and intimates in hard-to-find extended sizes, as well as a proprietary fit customers love. But Catherines is far more than just a place to shop. Embracing the same sense of community on which it was founded, Catherines seeks to engage, connect, inform and inspire the women we serve — and deliver on an extraordinary brand promise, “We Fit You Beautifully.”

## **Key Facts:**

**Number of Locations:** 377

**Card Redemption:** In Store, Online, & Phone

**Discount:** Provided upon request

**Minimum Order:** \$1,000

**Denominations:** \$10-\$1,000 (increments of \$5)

**Dormancy Fees:** None

**Card Type:** Plastic

**eCerts:** Yes



# CharityChoice: B2B Fact Sheet

## Brand Overview:

The CharityChoice gift card allows the recipient to choose which charity they want the gift card/eCert funds to benefit. Cardholder simply logs on to

[www.charitygiftcertificates.org](http://www.charitygiftcertificates.org) and designates the funds for up to three charities of their choice, exclusively from our online list of over 250 major charities and many local causes, totaling over 1000 in all. The broad list of carefully selected, renowned charities is conveniently organized into 12 categories to review, including environment, hunger and poverty, disaster relief, health and disease, children, military charities, disabilities, the elderly and more.

## History:

CharityChoice was born when Mark Finkel, a board member of the nonprofit organization **Special Kids Fund**, wished to reward one of his employees with a gift of a charity donation in her honor, but didn't know what kind of cause was important to her. Certainly, he thought, such a service - allowing the recipient to choose the charity - was readily available. However, an Internet search wasn't fruitful in solving Mark's dilemma. Their next board meeting became the springboard for a new resource to benefit gift givers and charities alike!

Special Kids Fund, an umbrella organization for special needs and at-risk youth, is an innovator, creating Internet fundraising programs that enable the general public to participate in helping charitable causes on a regular basis.

Special Kids Fund receives a modest 10% admin fee, which is deducted prior to the quarterly allocation of the funds to the charities. CharityChoice Donation Cards offer the same value as comparable merchant gift cards.



## **Charities Include:**

- Alzheimer's Association
- American Cancer Society
- American Red Cross
- American Diabetes Association
- Boys & Girls Clubs of America
- Children's Miracle Network
- Feeding America
- Meals on Wheels
- Mercy Corp
- Nature Conservancy
- SPCA (American)
- Susan G. Komen for the Cure
- WWF (World Wildlife Fund)

## **Key Facts:**

**Card Redemption:** Online at [charitygiftcertificates.org](http://charitygiftcertificates.org)

**Discount Structure:** 10% (This discount will not affect the amount of the donation)

**Denominations:** \$5, \$10, \$25, \$50, \$100

**Dormancy Fees:** None

**Card Type:** Plastic, Recycled card stock

**eCerts:** Yes



# Dave & Buster's: B2B Fact Sheet

## Brand Overview:

Dave & Buster's is the new mix of FUN. Eat the latest chef-crafted dishes. Drink with friends at one of our bars. Play the hottest games in our Midway. Watch your favorite teams on game day. You can have it all under one roof.

Find your location for fun at [www.daveandbusters.com](http://www.daveandbusters.com).

Dave & Buster's was founded in 1982 when co-founders Dave Corriveau and Buster Corley pioneered the concept of an upscale restaurant/entertainment venue. Dave & Buster's now operates 58 large venue (40-70k sq ft), high-volume restaurant / entertainment complexes across the United States, with two locations in Canada (Toronto and Niagara Falls).

## Key Facts:

**Number of locations:** 70

**Card Redemption:** In stores for food, drinks, games and merchandise

**Discount Structure:** Provided upon request

**Denominations:** \$10-\$500

**Dormancy Fees:** None

**Card Type:** Plastic

**eCerts:** Yes



# Destination Maternity®: B2B Fact Sheet

## **Brand Overview:**

Motherhood® Maternity and A Pea in the Pod® are the world's leading maternity brands. From style to service, they offer the largest collection of maternity fashion, accessories and nursing products to help every expectant woman put her best bump forward.

## **Motherhood® Maternity:**

Motherhood® Maternity styles over two million women each year! It's the store where expectant women can celebrate the most exciting time of their lives. From basics, to dresses, to new mom pieces, Motherhood® Maternity helps her feel and look amazing before baby and then beyond. With celebrity and celebrated collections, Motherhood® is constantly working toward delivering exclusive pieces for the mom-to-be. We strive to help our customers embrace and shop for their new curves, proving that this is going to be fun! Motherhood® Maternity can be found nationwide, in Canada, Puerto Rico and in all Destination Maternity® stores. For store locations or to shop online or by phone, visit [motherhood.com](http://motherhood.com), [motherhoodcanada.ca](http://motherhoodcanada.ca) or call 1-800-4mom2be.

## **A Pea in the Pod®:**

A Pea in the Pod® is the world's premiere luxury maternity boutique. Featuring high-end and up-to-date fashion, A Pea in the Pod® lets pregnant women to continue to dress the way they always have – with style, with class, with edge. Featuring a curated selection of extraordinary styles from exclusive designer labels, exquisite details and lavish fabrics, A Pea in the Pod® reflects an uncompromising experience for a mom-to-be. Welcome to 40 weeks of chic. A Pea in the Pod® can be found nationwide in A Pea in the Pod® boutiques. For locations or to shop online or by phone, visit [apeainthepod.com](http://apeainthepod.com) or 1-877-apeapod. Like us on Facebook at [facebook.com/apeainthepod](https://facebook.com/apeainthepod). Follow us on Twitter @peamaternity and Instagram @apeainthepodmaternity.



## **Key Facts:**

**Number of locations:** 600

**Card Redemption:** In-store, online, or by phone

Card is redeemable at all Motherhood Maternity®, A Pea in the Pod®, Destination Maternity® locations. Also redeemable online at [motherhood.com](http://motherhood.com), [apeainthepod.com](http://apeainthepod.com), [destinationmaternity.com](http://destinationmaternity.com), and [motherhoodnursing.com](http://motherhoodnursing.com).

**Discount Structure:** Provided upon request

**Denominations:** Any amount (min \$5)

**Dormancy Fees:** None

**Card Type:** Plastic

**eCerts:** No



## **Motherhood Maternity®**

Median Age: 25-34

Median HHI: \$50-75K

## **A Pea in the Pod®**

Median Age: 35

Median HHI: \$75-125K

## **Destination Maternity®**

Median Age: 25-34

Median HHI: \$65-90K

# Fuddruckers: B2B Fact Sheet

## Brand Overview:

Fuddruckers is the “original” upscale burger pioneer, setting the standard of serving 100% fresh, never frozen, all-American premium beef for over 30 years. Fuddruckers beef is bred for taste on ranches only in the United States. No fillers or artificial ingredients are ever added to Fuddruckers beef – and only the freshest cuts of beef with optimal marbling make the cut at Fudds. Our burgers are cooked to order, served steaming hot on our made-from-scratch buns which are prepared daily in our kitchens and served fresh straight from our ovens. Guests can then build their very own burger by visiting our “You Top It” bar and helping themselves to a seemingly unlimited amount of toppings and condiments. At Fuddruckers, our menu offers something for everyone, so in addition to the world’s greatest burger, we also feature a variety of chicken sandwiches, exotic burgers such as buffalo and elk, black Angus hot dogs, several fresh salads and more. Plus, our bakery features fresh baked goods including cookies, brownies, crispy squares and macaroons plus luscious, creamy milkshakes.

## Key Facts:

**Number of locations:** 165

**Card Redemption:** In-restaurant

**Discount Structure:** Provided upon request

**Denominations:** \$10, \$25, \$50

**Dormancy Fees:** None

**Card Type:** Plastic

**eCerts:** No

## Customer Demographics:

- 52-55% male/44-48% female
- The bulk of our customer is between 26-45
- Family friendly – over half our guests have children in the household



# Guitar Center®: B2B Fact Sheet

## **Brand Overview:**

Guitar Center is the world's largest retailer of guitars, amplifiers, drums, keyboards, recording, live sound, DJ, and lighting equipment. With more than 270 stores across the U.S. and one of the top direct sales websites in the industry, Guitar Center has helped people make music for more than 50 years. In addition, Guitar Center's sister brands include Music & Arts, which operates more than 140 stores specializing in band & orchestral instruments for sale and rental, serving teachers, band directors, college professors and students, and Musician's Friend, a leading direct marketer of musical instruments in the United States. With an unrivalled in-store experience, an industry-leading online presence and passionate commitment to making gear easy-to-buy, Guitar Center is all about enabling musicians and non-musicians alike to experience the almost indescribable joy that comes from playing an instrument

## **Key Facts:**

**Number of Locations:** 275

**Card Redemption:** In-store and Online

**Discount:** Provided upon request

**Minimum Order:** \$1000

**Denominations:** \$25, \$50, \$100

**Dormancy Fees:** None

**Card Type:** Plastic and eCert

## **Noteworthy Achievements:**

- Average spend in-store is \$150, and online is \$180
- Key seasonality includes Father's Day and Holiday
- Offers the fastest, easiest way to find any gear you need in one place
- Many popular instruments are available for same-day pickup
- Offers free shipping on thousands of items to the Guitar Center location of your choice





# HelloFresh®: B2B Fact Sheet

## **Brand Overview:**

[HelloFresh](#) is on a mission to save home cooking. While anyone can deliver a box of food, HelloFresh opens up an experience that goes beyond the final plate and brings the fun of cooking back into people's lives. We shop, plan, and deliver step-by-step recipes and fresh ingredients, so you can just relax and enjoy all there is to love about cooking. And eating.

Finding the answer to the question of "what's for dinner?" isn't always easy. It can take a lot of energy to figure out what's good for you, in season, sustainably sourced, flavorful, and filling. In just a few easy-to-master steps, home cooks can chop, zest, and sauté like naturals thanks to recipes that take just 30 minutes.

We know the best way to kick those 5 p.m. excuses is by feeling unstoppable in the kitchen, and that when you cook and eat delicious and healthy meals, you'll want to keep doing it again and again.

## **Key Facts:**

**Number of locations:** Online

**Card Redemption:** Redeem online at [HelloFresh.com/gift](https://www.HelloFresh.com/gift)

**Discount Structure:** 10% for \$1,000+

**Denominations:** Any eVoucher\* denomination, or \$60 printed vouchers\*

**Dormancy Fees:** None

**Card Type:** eVouchers and \$60 printed vouchers

\* This product is not a gift card. See [www.HelloFresh.com/gift](https://www.HelloFresh.com/gift) for restrictions



# HoneyBaked: B2B Fact Sheet

## **Brand Overview:**

Founded in 1957, HoneyBaked is a premium food retailer known for the most flavorful, moist and tender Honey Baked Hams® and Turkey Breasts you'll find anywhere, as well as a host of other fully cooked entrees, side items and desserts. HoneyBaked has become a tradition for families nationwide. Their hams, turkeys & roasts are sure to elevate any gathering and impress even the toughest of crowds. Use HoneyBaked gift cards at 300 locations nationwide, as well as online for home delivery.

## **Key Facts:**

**Number of locations:** 400+

**Card Redemption:** In-store , Phone, and Online

**Discount Structure:** Provided upon request

**Denominations:** \$5-\$500

**Dormancy Fees:** None

**Card Type:** Plastic

**eCerts:** No

## **HoneyBaked History:**

Over 40 years ago, Harry J. Hoenselaar began a special tradition when he opened his first The HoneyBaked Ham Company store in Michigan. He'd select the finest quality bone-in ham. Cure it in his secret marinade, and then for tenderness, he'd smoke the ham for hours over a unique blend of hardwood chips.

The crowning touch was Harry's crunchy sweet glaze that crackled with good taste. He even found a way to slice the ham into perfectly even slices. He invented and patented a unique machine that slices a ham in a single, continuous spiral. The rest is history.

Three generations and over 400 stores later, the Hoenselaar family still prepares The HoneyBaked Ham the same way that Harry did... one ham at a time. The children and grandchildren of the Hoenselaar family are committed to carrying on the wonderful tradition and legacy of Harry J. Hoenselaar.



# Jiffy Lube®: B2B Fact Sheet

## Their Mission:

Jiffy Lube believes every driver deserves to be free from the anxiety of keeping their vehicle in top shape. Their customers value their vehicles and depend on it to keep their life running. They understand the importance of an oil change and proper maintenance.

## Key Facts:

**Number of locations:** Over 2,000 locations in the United States – the most in the oil changing industry

**Card Redemption:** In stores

**Denominations:** Denominations available from \$10 to \$300

**Dormancy Fees:** None

**Card Type:** Plastic

**eGift Cards:** Yes (IDS, CashStar, or Direct)

**Processor:** First Data



## Stellar Innovated Services:

- Services more than 27.5 million customers annually
- Services the most Fleet Management vehicles in the US.
- Jiffy Lube® pioneered the first drive thru bay.
- Pioneered the first window sticker reminder.
- Pioneered the first nationwide database, giving drivers the freedom to visit any of the nearly 2,000 service centers.

## Tested Training:

Jiffy Lube® has some of the most highly trained employees in the business. Jiffy Lube University<sup>SM</sup> a comprehensive training program that every technician must successfully complete has been recognized for its robust curriculum and has achieved accreditation as an Automotive Service Excellence (ASE) training provider.



## **Social Power:**

- Jiffy Lube® has raised over \$4.5 million through its partnership with the Muscular Dystrophy Association.
- Jiffy Lube® recycles oil at service centers.
- **1 in every 10 vehicles on the road are serviced by Jiffy Lube®**
- Approximately 80,000 cars are serviced daily by Jiffy Lube®
- Jiffy Lube® Service Centers are locally owned and operated businesses in your neighborhood
- Jiffy Lube® stands firm behind their expertise by offering nationwide limited repair warranty



# Lane Bryant®: B2B Fact Sheet

## **Brand Overview:**

Lane Bryant® is the nation's leading women's special size apparel retailer, providing stylish and high-quality fashion in sizes 14-28. The Lane Bryant collection includes a wide selection of career to fashion conscious apparel as well as accessories, footwear, hosiery and Cacique® intimate apparel. Lane Bryant® fashions are available nationwide at its 775 Lane Bryant stores, and online. Lane Bryant is a wholly-owned subsidiary of Ascena Retail Group, Inc.

## **Key Facts:**

**Number of Locations:** 775

**Card Redemption:** In Store, Online, & Phone

**Discount:** Provided upon request

**Minimum Order:** \$1,000

**Denominations:** \$10-\$1,000 (increments of \$5)

**Dormancy Fees:** None

**Card Type:** Plastic

**eCerts:** Yes



# Legal Sea Foods: B2B Fact Sheet

## Brand Overview:

Ours is not a fish tale, but a tale of fish 60 years in the making.....of a family-owned seafood market that spawned a restaurant company with over 35 locations along the Eastern Seaboard. We invite you to experience the freshest and highest quality fish available. Remember, Fish is brain food. So be smart, and eat more!

Legal pioneered the concept of lobster by mail – and we're still the best! We guarantee you'll be thrilled with the quality of our food. Deliciously solo or paired with shrimp, chowder and other savory treats, we've assembled mouthwatering packages to fill every dining desire. Schedule a delivery online and enjoy an outstanding gourmet seafood dinner at home or give as a gift delivered to their door. Share the quality that you can only get from Legal Sea Foods. We deliver to the entire continental U.S.

Restaurants, Catalog, Online. 800.EAT.FISH (800.328.3474)  
shop.legalseafoods.com

## Key Facts:

**Number of locations:** 35

**Card Redemption:** In restaurants, online at shop.legalseafoods.com, or by catalog

**Discount Structure:** Provided upon request

**Denominations:** \$5-\$500

**Dormancy Fees:** None

**Card Type:** Plastic

**eCerts:** Yes



## Proud Recognitions:

- Best Seafood Restaurant, [USA Today](#), 2013
- Boston's Most Popular Restaurant, [Zagat](#), every year since 2003
- Best Classy Restaurant for Kids in Philly, [Philadelphia Magazine](#), 2013
- Best New Restaurants, Legal Harborside, [Esquire](#) magazine, 2011
- Listed in [1,000 Places to See Before You Die](#): A Traveler's Life List, Patricia Schultz
- Legal Sea Foods clam chowder has been served at every presidential inauguration since 1981

# Luby's: B2B Fact Sheet

## **Brand Overview:**

Our Texas Roots Run Deep. For over 60 years we've been serving generations of Texas great-tasting, made from scratch, home-style meals at a great value in a friendly environment. Quality is a term tossed about rather loosely these days. But at Luby's, quality actually means something. It's about real food, real ingredients and home-cooked dishes made fresh every day by dedicated team members. Like fine dining chefs, they prepare the day's entrees with unprocessed, nutritious ingredients. Some begin by peeling and chopping fresh onions, carrots and celery for Luby's homemade sauces and gravies. Others are busy preparing potatoes, cutting fresh-from-the-farm veggies, or cooking elbow macaroni for our famous macaroni and cheese! Enjoy comfort-food favorites, like our famous fried fish or chicken fried steak. Looking for lighter fare? Our "livin' smart" line features smart and delicious choices that are lower in calories and fat, yet still fresh and flavorful, like our blackened tilapia, balsamic chicken and crispy teriyaki salmon. Make sure to save room for our desserts - pies, cakes and cobblers, all made from scratch and served fresh daily.

## **Key Facts:**

**Number of locations:** 94

**Card Redemption:** In-restaurant

**Discount Structure:** Provided upon request

**Denominations:** \$10, \$25, \$50

**Dormancy Fees:** None

**Card Type:** Plastic

**eCerts:** No

## **Customer Demographics:**

- Home-style atmosphere draws multi-generational gatherings
- New locations have opened in newer parts of towns, drawing in a younger and more diverse crowd
- Many locations have core blue collar business



# Neiman Marcus: B2B Fact Sheet

## Brand Overviews:

### Neiman Marcus:

For over a century, Neiman Marcus has diligently served the unique needs of the luxury market with a dedication to providing customers with distinctive merchandise and superior service. The legacy of Neiman Marcus has thrilled customers with exceptional apparel, fine jewelry, exquisite home decor, and an imaginative array of luxurious specialties.

For the store location nearest you, call 1-888-888-4757 or visit [NeimanMarcus.com](http://NeimanMarcus.com).

### Bergdorf Goodman:

Bergdorf Goodman, a venerable Manhattan and Fifth Avenue landmark since 1901, sets the standard for luxury retailing in the United States. The store caters to the customer for whom only the best will do, with an unparalleled offering of the finest merchandise from the world's most important designers. Renowned for its elegance, exclusivity and unprecedented service, Bergdorf Goodman endeavors to offer its clientele, quite simply, the finest shopping experience in the world.

### CUSP:

Meet CUSP, a new contemporary concept by Neiman Marcus. Designed to fit your lifestyle, CUSP hand delivers the latest must-haves from leading designers, plus the best up-and-coming names, in hip store and online environments. Come see how we're moving fashion forward.

### Horchow:

Where decorating really clicks: Horchow offers fine furniture, luxury linens, lighting, rugs, tabletop, and more for the way you live now.

Visit [Horchow.com](http://Horchow.com) for more information.

### Neiman Marcus Last Call:

Look fabulous. Be frugal. You'll find a good deal of style and savings at Neiman Marcus Last Call. Get the scoop on store locations—and shop online—at [LastCall.com](http://LastCall.com).



## Key Facts:

### **Number of Locations:**

- **Neiman Marcus:** 42
- **Bergdorf Goodman:** 2
- **CUSP:** 6 boutiques & within all 42 full-line NM stores
- **Horchow:** [Horchow.com](http://Horchow.com) & Horchow catalogs
- **Last Call:** 30 outlet stores & 3 studio stores

**Card Redemption:** In-store, Online (except CUSP), Catalog. Each brand's gift card is redeemable at all brands in the Neiman Marcus Group, Inc.

**Discount Structure:** 15% (\$5,000 min)

**Denominations:** Any from \$50-\$1,000

**Dormancy Fees:** None

**Card Type:** Plastic

**eCerts:** No

BERGDORF  
GOODMAN



HORCHOW

Neiman Marcus  
**lastcall**  
STUDIO

# Regis Salons: B2B Fact Sheet

## Brand Overview:

Regis Corporation is the beauty industry's global leader in beauty salons, hair restoration centers and cosmetology education. The Company owns, franchises or holds ownership interests in approximately 10,000 worldwide locations.

Motivate or reward employees or clients with the Salon Gift Card - the only gift card that makes everyone look good. Redeemable for salon services or professional salon products in 5,500 of our North American locations, it's a unique incentive for any occasion. With over 20 salon brands to choose from, it offers convenience and flexibility with something for everyone, from affordable to high fashion. Widespread, accessible locations and no-appointment-needed convenience ensures a fast and enjoyable salon experience.

## Key Facts:

**Number of locations:** 5,500 salons in North America

**Card Redemption:** In salons

**Discount Structure:** Provided upon request

**Denominations:** Any up to \$999

**Dormancy Fees:** None

**Card Type:** Plastic

**eCerts:** No





# Sally Beauty Supply: B2B Fact Sheet

## **Brand Overview:**

Have you discovered Sally Beauty? Let us help you look beautiful for less.

Sally Beauty Supply® has a huge selection of professional beauty products at great prices. We've been a partner to the professional for more than 50 years and we're here to help you too. With over 2,900 stores, we're closer than you think. Visit SallyBeauty.com or call **800-ASK-SALLY** to find a store near you.

## **Key Facts:**

**Number of locations:** 2,800+

**Card Redemption:** In-store

**Discount Structure:** Provided upon request

**Denominations:** Any up to \$100

**U.S. Card:** Yes (can be redeemed in Puerto Rico)

**Canadian Card:** Yes (90+ locations in Canada)

**Dormancy Fees:** None

**Card Type:** Plastic

**eCerts:** No

## **What Differentiates Sally Beauty?**

- Convenient locations
- Quality, professional products
- Knowledgeable salespeople
- Competitive pricing
- Merchandise mix includes a comprehensive ethnic product selection, which is tailored by store based on market demographics and category performance



## **Why Offer Sally Beauty Gift Cards?**

- Sally Beauty shoppers are faithful, and return to Sally Beauty for their large selection of quality products.
- As the only nationwide beauty supply chain, Sally Beauty Supply offers affordable professional-quality products for every beauty need. Consumers have access to similar selections and quality products their stylists use, for the "do-it-yourself" shopper or for in-between salon visits.
- Gift Cards are redeemable in all 2,800+ Sally Beauty Supply stores in the U.S. and Puerto Rico. Canadian gift cards are also available for use in their 90+ Canadian locations.



**SALLY BEAUTY**®

# Stage Stores: B2B Fact Sheet

## Brand Overview:

**5 Great Names. 1 Great Concept.** Our mission is to be America's leading small town and neighborhood retailer dedicated to delivering desirable brand name family apparel with exceptional value and service.

Stage Stores, Inc. brings moderately priced brand name apparel, accessories, cosmetics, fragrances and footwear for the entire family to small and mid-size towns.

With over 850 stores in 40 states operating under the Bealls, Goody's, Palais Royal, Peebles and Stage trade names, the Company believes it has developed a unique retailing concept in these markets by delivering style, selection and value along with personalized customer service in convenient, close-to-home locations.

## Key Facts:

**Number of locations:** 850+

**Card Redemption:** In-store & online

**Discount Structure:** Provided upon request

**Denominations:** Any from \$5 to \$1,000

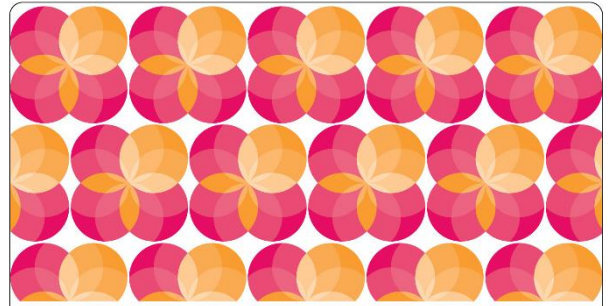
**Dormancy Fees:** None

**Card Type:** Plastic

**eCerts:** Yes

## **Proud Recognitions:**

- Stage Stores, Inc. was voted Top 100 Houston Workplaces in 2010 & 2011 and is a nominee for 2012
- Won the Sketcher's "Retailer of the Year", and "Buyer of the Year" award



STAGE | BEALLS | GOODY'S | PALAIS ROYAL | Peebles



# Sunglass Hut: B2B Fact Sheet

## **Brand Overview:**

Fashionista? Artist? Sporty type? Embrace your individuality with a pair of hot, new shades.

Glam? Think Prada, Dolce & Gabbana and Burberry. Sporty? Try REVO, Oakley and Maui Jim.

Visit your nearest Sunglass Hut store, or go to [sunglasshut.com](http://sunglasshut.com).

Don't like your new look? Don't stress. You've got 90 days to exchange. Love it? Become a fan on Facebook and tell the world. Rock your style today at Sunglass Hut.

## **Key Facts:**

**Number of locations:** 1,800+

**Card Redemption:** In-store & online

**Discount Structure:** Provided upon request

**Denominations:** Any

**Canadian Card:** Yes

**Dormancy Fees:** None

**Card Type:** Plastic

**eCerts:** Yes

## **Points of Difference:**

- The largest specialty sunglass store in the world
- In 2009, Sunglass Hut introduced Social Sun, a series of in-store photo kiosks that allow customers to photograph themselves trying on sunglasses and post the photos to Facebook or send them to friends via email or text message
- Big cities represented include: Chicago, New York City, Phoenix, Los Angeles, Santa Barbara, San Diego, San Francisco, Beverly Hills, Key West, Miami, West Palm Beach, Orlando, Philadelphia, Toronto and more



## **Demographics:**

- Overall Sunglass Hut consumers are upscale professionals with a nearly even male/female audience.
- There are two main segments of shoppers:
  - Fashion-focused: Males/females looking for the latest trend and designer brand names
  - Performance: Males/females looking for the best glasses to protect their eyes.

## **Brands Include:**

Oakley, Maui Jim, Polo Ralph Lauren, Dolce & Gabbana, Chanel, Prada, Versace, Tiffany & Co., Vogue, Ray-Ban, Arnette, Burberry, Club Monaco, Fendi, Puma, REVO, Salvatore Ferragamo, and more

# Texas Roadhouse: B2B Fact Sheet

## Brand Overview:

Based in Louisville, Kentucky, with more than 450 locations in 49 states, Texas Roadhouse opened its doors in 1993. The Louisville, KY-based company is famous for hand-cut steaks, made-from-scratch sides, fresh-baked bread, and its lively atmosphere. In 2014, Texas Roadhouse was named one of Employee's Choice Best Places to work by Glassdoor and debuted on Forbes magazine's list of 100 Most Trustworthy Companies. In 2012, Texas Roadhouse was named Top Steakhouse in Nation's Restaurant News' Consumer Picks survey, in 2007 and 2008 Forbes magazine ranked the company as one of the 200 Best Small Companies and in 2009 the company was ranked "Best Value" by readers of Consumer Reports magazine. For more information, visit [www.texasroadhouse.com](http://www.texasroadhouse.com)

## Key Facts:

**Number of locations:** 420+

**Card Redemption:** In-concept

**Discount Structure:** Provided upon request

**Denominations:** Any from \$5-\$100

**Dormancy Fees:** None

**Card Type:** Plastic

**eCerts:** Yes

## Proud Recognitions:

- **2009:** Ranked "Best Value" by readers of *Consumer Reports* magazine
- **2010:** Ranked in the Top 10 on Forbes® Fastest Growing Retailers list
- **2011:** Ranked as one of American's Best Chain Restaurants by Forbes®
- **2012:** Named #1 Steakhouse in *Nation's Restaurant News* by Consumers' Picks survey
- **2013:** Named Top 50 places to work by Glassdoor



# Under Armour®: B2B Fact Sheet

## VISION

TO EMPOWER ATHLETES EVERYWHERE.

## MISSION

TO MAKE ALL ATHLETES BETTER THROUGH PASSION, DESIGN, AND THE RELENTLESS PURSUIT OF INNOVATION.

## Brand Overview:

Under Armour® is one of the world's most technical performance apparel, footwear, and accessories brands. Founded in 1996 by former University of Maryland football player Kevin Plank, Under Armour® is the originator of performance apparel—gear engineered to keep athletes cool, dry, and light as they power through a game, practice, or workout. From their beginning to today, Under Armour's mission has remained the same: make all athletes better through passion, design, and the relentless pursuit of innovation.

## Key Facts:

**Number of locations:** 100+

**Card Redemption:** In-store and online at [www.ua.com](http://www.ua.com)

**Discount Structure:** Provided upon request

**Average Ticket:** \$94 USD

**Demographics:** Men and women 13-49 years old who are active, competitors, sports enthusiasts, early adopters, health-conscious, determined and hard-working

**Denominations:** Any from \$25-\$500

**Dormancy Fees:** None

**Card Type:** Plastic

**eCerts:** Yes



# Victoria's Secret: B2B Fact Sheet

## **Brand Overview:**

From sexy little somethings to everyday essentials, plus loungewear, beauty must-haves and more, Victoria's Secret is the leading specialty retailer of lingerie and beauty products, dominating its field with modern fashion-inspired collections, prestige fragrances and cosmetics, celebrated supermodels and world-famous runway shows.

With more than 1000 Victoria's Secret Lingerie and Beauty stores, the catalogue and VictoriasSecret.com you can shop the brand anywhere, any time, from any place.

Our pre-loaded gift cards are valid at Victoria's Secret stores (excluding outlets and Canadian stores), in catalogue or online. Also redeemable at Victoria's Secret PINK.

To find a store or shop online, go to VictoriasSecret.com. To shop our catalogue, call 1.800.888.8200.

## **Key Facts:**

**Number of locations:** 1,028

**Card Redemption:** In-store, online & catalog; gift cards are valid at Victoria's Secret stores (excluding outlets and Canadian stores), in catalogue or online. Also redeemable at Victoria's Secret PINK.

**Dormancy Fees:** None

**Card Type:** Plastic

**eCerts:** No



## **Program Requirements:**

Please provide the following:

- 1. Programs:** Which of your programs would be a strategic fit for Victoria's Secret? Please provide program websites & how the cards will be used.
- 2. Demographics:** Who are these programs' buyers/audience (demographics, company size, buyer profiles, client names if possible)?
- 3. Marketing:** How would Victoria's Secret branding be used in marketing promotion materials?

# VICTORIA'S SECRET

# Yankee Candle®: B2B Fact Sheet

## Brand Overview:

Yankee Candle has become the #1 most-recognized name in the candle business and the country's best selling candle brand by sharing our customers' passion for fragrance in every product we bring to market.

- With over 150 fragrances, we offer the world's largest and most compelling selection of candle and home fragrance scents.
- In addition to our renowned Housewarmer® line of scented candles, we also provide a wide range of seasonal and specialty scented candles, home fragrance products, car fresheners and candle accessories.
- American-made with the finest ingredients from around the world, like natural fragrance extracts
- Our candles are carefully crafted and thoroughly tested to be the best because you expect nothing less ... and neither do we.

The Yankee Candle Company is proud to be a part of so many people's lives, from celebrating special moments to making every day brighter. Contact us today about adding Yankee Candle to your program(s).

## Key Facts:

**Number of locations:** 550+ stores in 46 states

**Card Redemption:** In Yankee Candle retail stores, online & catalog

**Denominations:** Any from \$25-\$250

**Discount Structure:** Provided upon request

**Dormancy Fees:** None

**Card Type:** Plastic

**eCerts:** Yes

