

THE LIFE AND DEATH



OF A

GIFT CARD

1. INCEPTION CARD NUMBER GENERATED BY A CARD PROVIDER

4 **DISPLAY**
CARDS ARE PUT ON DISPLAY USUALLY NEAR THE CASHWRAP

3 **DELIVERY**
CARDS ARE SENT TO STORES



2. CREATION



GIFT CARD IS CREATED
NUMBER IS ASSIGNED TO CARD BY PROVIDER
A NUMBER RANGE IS ASSIGNED TO EACH CARD DESIGN

5. ACTIVATION

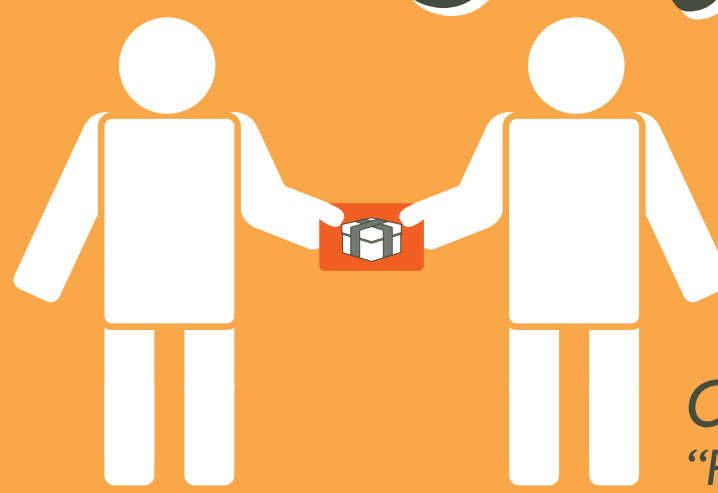
POS SENDS ACTIVATION REQUEST TO PROVIDER
PROVIDER VERIFIES CARD NUMBER
PROVIDER ACTIVATES CARD AND SENDS CONFORMATION TO POS
CASH IS TAKEN FROM PURCHASER

7. GIFT CARD PURGATORY

CARD SITS IDLE AND UNSPENT
During this time the retailer accrues interest on unspent funds



6. GIFTING



CARD IS MOVED FROM "PURCHASER" TO "RECIPIENT"

8. REDEMPTION



Recipient goes to store



RETAIL STORE

and shops for product



recipient pays for product with Gift Card



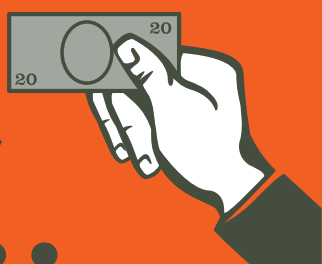
Provider validates card # and approves up to the value on the card

givex

POS sends authorization request to provider for whole transaction amount



Provider sends authorization for card value only



POS takes additional payment to complete total transaction amount



recipient leaves with purchases

9. GIFT CARD DEATH

RECIPIENT OR STORE THROWS AWAY OR RECYCLES CARD
RECYCLED CARDS ARE TURNED INTO NEW CARDS

