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**RETAIL GIFT CARD ASSOCIATION TO LAUNCH INAUGURAL GIFT CARD
CONFERENCE**

*Created for all gift card industry stakeholders, the first annual conference will
take place in the fall of 2017*

Atlanta, GA, December 8, 2016 -- The Retail Gift Card Association (RGCA), the only nonprofit trade association that represents the closed-loop gift card industry, today announced that it will host its inaugural gift card industry conference in the fall of 2017.

The conference will focus on the issues, challenges and opportunities faced by the booming and quickly evolving gift card industry. Specific dates and the location of the conference will be announced soon.

“Our Board of Directors believes the time is right for an industry event that is laser-focused on gift card issues. As the leading voice for the retail gift card industry, RGCA is in the best position to host such an event,” said Timm Walsh, Chair of the RGCA. “We want to serve our industry with an engaging, dynamic event that will reveal and analyze trends and generate ideas and solutions in areas such as technology, consumer behavior, gift card security and integrity, legislation and more.”

The event will be inclusive, serving the gift card industry as a whole, and the RGCA intends to create the agenda in collaboration with members, industry organizations, stakeholders and partners.

“This will be a terrific opportunity for retailers, suppliers, distributors and processors to convene, network, share knowledge and conduct business,” said Russ Lemieux, RGCA Executive Director. “RGCA and its partners will build an event dedicated solely to the gift card industry that we fully expect to become the ‘must-attend’ show for all stakeholders. The fall timeframe will be the perfect time of year, with very few conflicting industry events.”

The event will be an important addition to the mix of benefits RGCA provides its members, including timely industry research, promotional opportunities, professional



networks, industry news and information, educational webinars and legislative affairs.

About the Retail Gift Card Association

The Retail Gift Card Association is the trade association that represents the closed-loop gift card category. The Association's mission is to protect, promote and enhance the use of retail gift cards. All RGCA members abide by a Code of Principles that supports consumer-friendly policies for the purchase and redemption of closed-loop gift cards. RGCA's membership is comprised of retailers from all sectors as well as non-retail members who have a vested interest in the growth of the gift card industry. For more information, visit us at www.thergca.org.