



How It Works

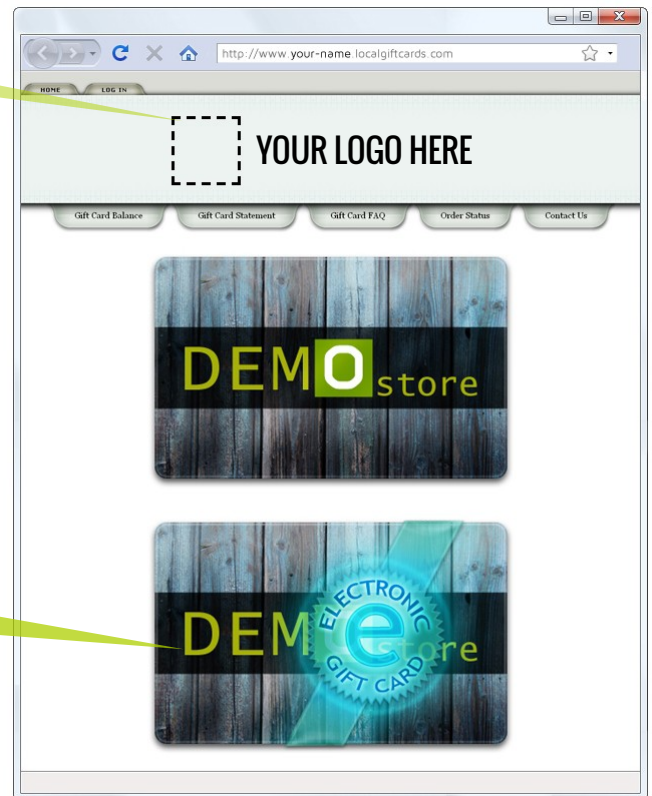
1. Add the EasyLink

We provide you with a custom link to add to your existing website. When customers visit your website looking for gift cards, they'll know exactly where to go. You can also sell gift cards on your company Facebook pages with the LocalGiftCards.com Facebook app.



2. Design a Custom Gift Card Store

When customers click on the "Buy Gift Cards" Easy-Link, they arrive at a custom page created exclusively for your gift cards. This page is customized with your logo, gift card image, and one of dozens of design templates. **We do all of the set up and site maintenance.**



3. Select Products to Sell

Offering customers gift card options for last-minute, after-hours, or long-distance gifts is a sure-fire way to boost revenue. With each order, customers can add a personal message to be included with their gift.

- Physical Gift Cards sent by first-class mail.
- E-Gift Cards sent instantly by email.
- M-Gift Cards sent instantly by text message.

4. We Fulfill Every Order

Funds from gift card purchases are deposited directly into your merchant bank account. All orders are handled automatically by us.

When a customer orders a physical gift card, we will:

- Activate the gift card
- Place it in a premium card presenter
- Include the customer's personal message
- And ship it directly to the customer
- You & your merchant don't have to do a thing!



Run your own gift card promotions!

With LocalGiftCards.com, you can run your own gift card promotions and offer exclusive discounts to your customers. Control your discounts and ditch Groupon for good!

Watch the video at LocalGiftCards.com or call 888-494-9760 to learn more.

Fulfillment Processes



Plastic Cards Shipped to Recipients by first class mail.

Orders for plastic cards to be shipped to the recipients will be shipped in 24-48 hours. Each gift card will be activated for the amount requested and mailed to the recipient in a professionally designed card presenter.



E-Gift Cards Sent by Email.

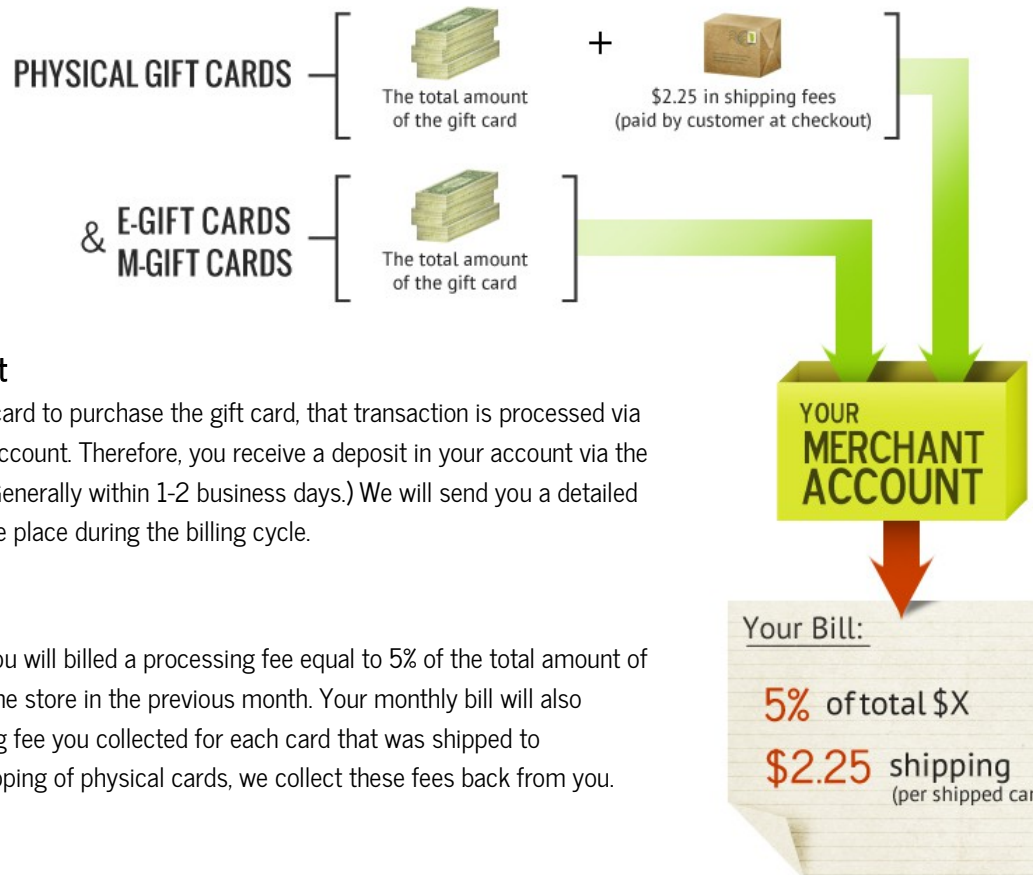
When a customer places an order for an e-gift card, an email with a gift card number and an image of the gift card is instantly emailed to the recipient. (Delivery time rarely exceeds 15 minutes.) The recipient can then print the email with the gift card number on it to use it for purchases.



M-Gift Cards Sent by Text Message.

When a customer places an order for a mobile, m-gift card to be sent to the recipient by text message, it will be sent to the recipient's mobile phone almost instantly (in most cases, rarely more than 60 seconds). The recipient can then use the text message with the gift card number in it to use it for purchases.

Funds Collection & Billing



Deposits to the Merchant Account

When the customer enters their credit card to purchase the gift card, that transaction is processed via your merchant credit card processing account. Therefore, you receive a deposit in your account via the usual credit card settlement process. (Generally within 1-2 business days.) We will send you a detailed report showing all transactions that take place during the billing cycle.

Your Merchant's Bill

On or around the first of each month, you will be billed a processing fee equal to 5% of the total amount of cards that were purchased on your online store in the previous month. Your monthly bill will also include the \$2.25 shipping and handling fee you collected for each card that was shipped to customers. Because we pay for the shipping of physical cards, we collect these fees back from you.



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