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PUBLIC RELATIONS

CLIENT: Oriental Trading Company

DESCRIPTION: OTC Gift Card Press Release

Oriental Trading Company Makes Gift Giving a Snap

New Program Helps Customers Create Fun, Personalized Gift Cards Online

Omaha, Neb. (November XX, 2009) – Oriental Trading Company, the nation’s largest direct merchant of party supplies, arts and crafts, toys and novelties, and a leading direct merchant of school supplies and value-priced home décor and giftware, recently introduced its new Gift Card Program—creating a groundbreaking gift giving experience for OTC customers.

“We wanted to provide our customers with an affordable, convenient way to connect with their friends and families,” said Sam Taylor, CEO of Oriental Trading Company. “With easy online ordering and personalization options, our new gift card program offers a creative way to celebrate holidays, birthdays and other special occasions.”

In addition to holidays and birthdays, OTC gift cards are a perfect way to thank teachers with a card they can use to buy fun, festive supplies for the classroom. It also makes a great gift for a party-throwing friend, or your favorite beaders and scrapbookers.

Before the new program was introduced, the only way to order and redeem OTC gift certificates was by calling the company’s toll-free number. Now, with a visit to Orientaltrading.com, customers can create their own customized gift cards—choosing from six standard OTC designs or uploading their own favorite photo. The cards are available in denominations ranging from \$10 to \$500.00.

Each OTC gift card is delivered in a customized card carrier, which can be personalized for any occasion. They can be shipped for free (arriving in 5-7 business days) or sent

standard (2-3 days) or overnight for an additional fee. Last minute gift givers can also send an eGift Card, which will arrive in the recipient's e-mail inbox within 12 hours.

OTC gift cards are easy to give and fun to receive. They can be redeemed online, by phone, fax or mail to purchase a great gift from OTC's selection of over 35,000 products, perfect for individuals, teachers, schools, churches, businesses and non-profit organizations. With Oriental Trading Company gift cards, you'll always find creative, affordable solutions for any occasion.

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About Oriental Trading Company

[New OTC Boilerplate to come from client.]

Additional Headline Options:

Oriental Trading Company Makes Gift Giving More Fun

New gift cards offer an affordable, convenient way to connect with friends and family.

Oriental Trading Company Launches New Gift Card Program

Now, customers can celebrate any occasion by creating fun, customized gift cards online.