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AARP Members Can Save on Personalized Greetings and Gift Cards from The Gift Card Shop™

The Gift Card Shop Offers Discounts up to 50 Percent for AARP Members

WASHINGTON, D.C. – AARP members can now receive up to 50 percent savings on personalized digital and physical greeting cards, with a new member benefit available from **The Gift Card Shop™**. The Gift Card Shop™ is an online store offering personalized greeting cards and the ability to add a gift card from a broad range of categories including restaurants, apparel, travel and entertainment.

“The Gift Card Shop’s discount for AARP members gives them the opportunity to create personalized and meaningful gifts for loved ones while being mindful of budget,” said Angela Jones, senior vice president, lifestyle marketing at AARP Services Inc. “With Father’s Day just around the corner, this is the perfect time to take advantage of special savings benefits offered from The Gift Card Shop™.

Through The Gift Card Shop™, AARP Members will also receive 50 percent off the purchase of personalized digital greetings. Digital greetings include digital greeting cards, digital photo books and digital video greetings. The digital video greetings can incorporate members' personal photos, sentiment, video footage, and sound, resulting in a hyper-personalized and special gift.

Restaurant gift card options include Applebee’s, Bucca di Beppo, the Landry’s family of restaurants, including McCormick & Schmick’s and more; and entertainment and travel gift card options include retailers such as Regal, Golfsmith and Barnes & Noble. Additionally, limited time savings and offers will be available on select gift cards.

Gift Card Impressions, parent company of The Gift Card Shop™, is the leading provider of personalized solutions within the multi-billion dollar gift card industry. Gift Card Impressions invented groundbreaking technology to transform gift cards into warm, personal experiences for celebrating occasions. These new multi-media technologies upgrade a standard digital or physical gift card into a memorable and meaningful experience.

“Our goal is to offer the warmest and most personal digital technologies to celebrate moments large and small,” said Brett Glass, founder and CEO of Gift Card Impressions. “Through our offer for AARP members, we’re able to provide members with best-in-class gift cards that can be wrapped with the latest digital technology to create the ultimate gifting experience. These simple and impactful technologies transform a gift card gift for recipients, while engaging with one of the largest demographics with tremendous buying power.”

AARP Member Advantages is a collection of discounts, products and services available to AARP’s millions of members through third parties, not by AARP or its affiliates. To take advantage of The Gift Card Shop™ offerings, or to find out more about the other discounts and services available to AARP members, please visit AARPAAdvantages.com and search for The Gift Card Shop™.

An AARP membership costs just \$16 per year and can often be recouped by using just a few of the many discounts available. To take advantage of any discount or service offered to AARP members, or to find out more about all the ways AARP members can save, download the free AARP Member Advantages

Offer Finder mobile app for iOS and Android devices or visit the new AARP Member Advantages website, AARPAAdvantages.com.

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About AARP AARP is a nonprofit, nonpartisan organization, with a membership of nearly 38 million, that helps people turn their goals and dreams into real possibilities, strengthens communities and fights for the issues that matter most to families such as healthcare, employment and income security, retirement planning, affordable utilities and protection from financial abuse. We advocate for individuals in the marketplace by selecting products and services of high quality and value to carry the AARP name as well as help our members obtain discounts on a wide range of products, travel, and services. A trusted source for lifestyle tips, news and educational information, AARP produces AARP The Magazine, the world's largest circulation magazine; AARP Bulletin; www.aarp.org; AARP TV & Radio; AARP Books; and AARP en Español, a Spanish-language website addressing the interests and needs of Hispanics. AARP does not endorse candidates for public office or make

contributions to political campaigns or candidates. The AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. AARP has staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands. Learn more at www.aarp.org.

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