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Drive Results and ROI with IncentCore, GC Incentives' New Incentive Management Solution

(Omaha, Neb.) January 28, 2014 – GC Incentives™, a division of GiftCertificates.com, announces the launch of IncentCore, a new incentive management platform. This on-demand software solution drives recognition and reward program results and reinforces your organization's core values while achieving a positive ROI.

"At its core, we designed it to be simple to use and to make the task of administering an employee recognition or rewards program easier." said Ian O'Brien, President and CEO of GiftCertificates.com.

"We believe that the value of employee recognition goes beyond achieving business goals and a bottom-line ROI. Formal and informal recognition experiences between managers, executives and employees build an overall culture of recognition. Our goal is to enable you to own more of the moments that make your business thrive. We are excited about this new offering, we're not just reinventing our design, but what our brands and products can be." O'Brien said.

IncentCore offers several customizable and flexible program levels to fit the needs of a small business or a global corporate enterprise.

Integrate IncentCore into any type of program, including spot awards, employee engagement, wellness, training and safety with these key benefits:

- Reduce administrative costs
- Coordinate program activities
- Drive proactive program administration
- Create configurable reports for payroll tax reporting compliance
- Review reports and analytic tools to track program success

About GC Incentives

GC Incentives™ builds corporate incentive, promotion and reward programs that achieve results. More than 30,000 organizations, from industries like, energy, finance, insurance, manufacturing and healthcare have already partnered with GC Incentives, including many Fortune 1000 companies. We offer an extensive reward product portfolio including our SuperCertificate® REWARD, which is redeemable for over 200 nationwide merchant gift cards.

GC Incentives™ is the business-to-business division of GiftCertificates.com™. Established in 1997, GiftCertificates.com is a privately held corporation headquartered in Omaha, Nebraska. Learn more at www.gcincincentives.com.

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