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FOR IMMEDIATE RELEASE

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New Gift Card Program Begins This Week in Downtown Newark

Newark, DE (December 16, 2009) – Just in time for holiday gift giving, the Downtown Newark Partnership, in cooperation with Maverick Network Solutions, introduces a new gift card program. The new prepaid gift card is easy to use for the customer as well as the over 70 merchants in the downtown district participating in the program. There is something for everyone in downtown Newark's shopping and dining district and with the new gift card, it's easy to find a gift for anyone on your list. The gift card can also pay for parking in the City's municipal parking lots.

The Downtown Newark Partnership gift certificate program has been a success from its inception in 2003. Transitioning from paper gift certificates to a gift card makes the popular program even more convenient for customers to use; no longer will buyers of the gift cards be limited to a specified value such as denominations of \$25.00. Consumers will be able to vary the amount they wish to have on the gift card. Gift card recipients will also enjoy being able to use the gift card at multiple locations as opposed to the one time use gift certificates of the former program. The new gift card is also a perfect gift for local businesses to give to their employees.

The merchants benefit from the ease of use as well. Most importantly, they receive the money redeemed through the gift card program sooner than with the previous paper certificate program. "With the implementation of this gift card program, the consumer can purchase and use gift cards supporting the vitality of the local community," says Maureen Feeney Roser, Downtown Newark Partnership Administrator. "We want this program to be so successful and convenient that everyone wants to participate.

Phil Valvardi, Maverick's CEO, said "the Downtown Newark Partnership wanted a convenient way to support the local merchant community while providing residents an incentive to shop locally. We are pleased to be able to customize a program to meet their needs."

The gift cards may be purchased at the City of Newark Downtown Parking Office located on the second floor of the Galleria at 45 E. Main Street and the Planning & Development Department located on the second floor of the City of Newark Municipal Building at 220 Elkton Road. Purchases may also be made over the phone by calling (302) 366-7155 or (302) 366-7030.

About Downtown Newark Partnership (DNP)

The DNP is a coalition of the City of Newark, the University of Delaware, downtown businesses and property owners, and Newark residents. These volunteers work together to promote and preserve Newark's unique downtown as a shopping, dining and business center in the heart of the City of Newark. For more information about the Downtown Newark Partnership and downtown businesses and events, go to www.enjoydowntownnewark.com.

About Maverick Network Solutions

Maverick Network Solutions, headquartered in Wilmington, Delaware, provides clients with access to the national bank card networks through a wide range of payment solutions, including private label gift cards and debit cards, prepaid Visa® and MasterCard® gift cards, and employee incentive cards. Maverick Network Solutions is a registered ISO of Palm Desert National Bank and the Downtown Newark Partnership card issued is by Palm Desert National Bank. For more information about Maverick, please log on to www.mavericknetworksolutions.com.

Photos: 1) Dr. Yvonne Kneisley of Kneisley Eye Care with Marvin Howard, City of Newark Planning and Development Department. 2) Marvin Howard, City of Newark Planning and Development Department helps Nicole from Ambitions Salon sign up to accept the new gift card.

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GIFT CARD



enjoy downtownnewark.com
Downtown Newark Partnership
Merchant Gift Card Enrollment Kit

AIRLOCK
Choose to not be real

BANANA REPUBLIC



Amidst Salon

are's

MATRIX

being verisimilitude
Who Your Target Audience should be
Why don't you get us this?

being verisimilitude
Planogram
What's Inside?
Target Audience
(2) Shelf Talkers
(8) Menu Signs
(25) Flyers
(1) Product Display Mat/Sign
(3) Posters

Sign