

WACOAL INTRODUCES PERSONAL DIGITAL GIFTING EXPERIENCE FOR WACOAL AND b.tempt'd BRANDS

JEFFERSONVILLE, IN

Wacoal, a leading intimate apparel company, launched its first online store to offer loyal customers another easy way to buy their favorite lingerie. Once the online store was up and running, Wacoal partnered with ACCENT InterMedia, to develop a digital gift card program. E-gift cards are now available for purchase in denominations ranging from \$25 - \$500 on www.Wacoal-America.com and btemptd.com, where they can also be redeemed. Shoppers can also use e-gift cards on WacoalWorld.com, the company's newest online store featuring merchandise for women with petite or slender frames.

According to Karen Merz, director of e-Commerce, "We started offering e-gift cards because our customers are busy and may not have time to send an actual gift card. Having the option to buy an e-gift card at the last minute from your office, home, or mobile device takes a lot of the stress out of shopping. Besides, a Wacoal e-gift card is the gift that always fits." Merz adds, "We chose to work with ACCENT InterMedia on this important aspect of our online business because their solution, which allows for image selection, custom messaging, and delivery notification, provides a truly personal digital gifting experience. It's a convenient alternative to plastic cards."

Tim Clark, CEO of ACCENT InterMedia states, "We understand the importance of keeping innovation, design, personalization, and convenience at the forefront when developing our gift card platforms." Clark continues, "The digital gifting industry is rapidly expanding; we are excited about working with Wacoal to expand their digital gifting strategy."

Beyond gift exchange, the digital gift cards are also supporting Wacoal's online returns processing, marketing promotions, and sales incentive programs.

ABOUT WACOAL

Internationally-celebrated for its exceptional fit, quality and absolute comfort, women of all shapes and sizes have come to depend on Wacoal. Offering a combination of the finest fabrics, technologically-advanced construction and designs that range from luxurious and romantic to elegantly structured, Wacoal offers the modern woman gorgeous styles to enhance every look and comfortably fit every body, with an extensive size range from 30-44 band and AA to H cup. Through their ongoing Fit for the Cure® program, Wacoal continues to strengthen their commitment to breast cancer research and has donated more than \$3 million to Susan G. Komen for the Cure.

For additional information about Wacoal, please visit www.wacoal-america.com.

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Karen Merz, director of e-Commerce

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ABOUT ACCENT INTERMEDIA

ACCENT InterMedia is a stored value gift card and prepaid card management partner for retailers, restaurants, entertainment venues and original equipment manufacturers nationwide. ACCENT delivers unique stored value concepts and marketing strategies that maximize client profitability, while adding value and convenience for the end consumer. Headquartered in Jeffersonville, Indiana, ACCENT provides full-service capabilities as a stored value issuer including Internet order processing and fulfillment. To learn more about how ACCENT InterMedia is innovating the way businesses deliver stored value products and incentives to consumers and partners, please visit www.accentintermedia.com

