



## Festive Gift Giving Gets Easier

**Dubai, UAE, December 13, 2009:** The developer and operator of the leading shopping malls in the UAE has issued some friendly advice today for festive shoppers after a survey revealed 75 per cent of us have received gifts that we either don't like, don't want or don't keep.

The survey conducted by Majid Al Futtaim's malls in the UAE and leading research company YouGov Siraj also found nearly 90% of westerners are unhappy with their presents and 47% of women are likely to give away gifts they receive.

To try and limit the disappointment during the festive season, Mall of the Emirates, Deira City Centre, Sharjah City Centre, Ajman City Centre and the soon to open Mirdif City Centre, today launched individual and combined mall GiftCards that can be used like electronic debit cards so the recipient simply has to shop and swipe.

The new GiftCard is a hassle free, convenient and versatile solution to gift giving that will guarantee the satisfaction of friends, families and colleagues because they get to choose their presents. In addition, the unique **Combined GiftCard** offers additional incentives as it gives the owner the freedom to spread their purchases and shop at over 1,500 stores across all the 5 malls.

Shahram Shamsaee, Senior Vice President – Asset Management at Majid Al Futtaim Properties said, "We've all gone through moments when we've received presents we don't like. On the other hand, choosing gifts, especially around the festive season, is no easy task. With our GiftCards we want to

take that stress away from our customers. The GiftCards are easy to purchase, easy to use and offer the recipient the most diverse choice to buy presents.”

The study which polled 775 people sheds some surprising light on the practicality and sentimentality of the men and women who took part. Men were a third more likely to keep unwanted gifts, whereas women were 30% more likely to give the presents away to others.

The survey revealed that three times as many Emiratis are happy with their presents as westerners.

In other findings, it appears that money doesn't buy happiness... people in higher income brackets (AED 20,000 and above) were twice as likely to exchange their gifts as lower earners (AED 6,000 and below) and were also 25% more likely to give them away as gifts to others.

Of all the results, by far the most clear-cut was that 86% of respondents said that they would rather have a gift voucher/ card/ certificate regardless of age, gender, race, and income.

The GiftCards are launched by the Majid Al Futtaim malls can be bought at their main Customer Service Desks and can be loaded with prepaid amounts varying from AED 50 to AED 3,000. Each GiftCard is valid for a year from the date of purchase and if stolen or misplaced, a registered gift card can be refunded.

The credit reduces with each purchase, but the GiftCard allows the holder to deduct only the exact amount and use the remaining balance to purchase from other stores. Balance inquiry can also be done via the website, [www.mallgiftcard.ae](http://www.mallgiftcard.ae), or by phone. Traditional vouchers do not give change and are usually limited to one store

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