



Card Lab Inc. and Visa Team to Offer Customized Gift Card Service in Time for the Holiday Season

GiftCardLab.com Enables Shoppers to Create their Own Picture-Perfect Visa Gift Cards with Personal Photos and Designs

FRISCO, TX and SAN FRANCISCO, CA — November 15, 2007 — Card Lab Inc. and Visa today announced the launch of a new, fully customized Visa Gift card just in time for the holiday season. Available online at GiftCardLab.com, shoppers can create a customized Visa Gift card by uploading personal photos or designs, or by choosing from an online image catalogue to create their own picture-perfect Visa Gift card.

“A Visa Gift card is one of the most convenient gifts you can give this holiday season and now one of the most unique,” said Steve Diamond, vice president, prepaid products, Visa Inc. “Our partnership with Card Lab will give shoppers a new channel through which to get a Visa Gift card, with the added ability to customize each card for a truly personal gift.”

“Gift cards are expected to be a popular gift item again this year,” said David S. Jones, CEO at GiftCardLab.com. “GiftCardLab.com helps consumers set their gift cards apart with a personal touch that conveys the excitement of the occasion.”

Once shoppers complete their card design, they can purchase the Visa Gift card online directly from GiftCardLab.com in various denominations, ranging from \$10 to \$250. The card is issued by Marshall Bank, N.A.

Accepted at millions of locations worldwide, Visa Gift cards allow recipients to buy what they want, when they want, wherever Visa debit cards are accepted. Unlike cash, checks or gift certificates, Visa Gift cards are covered by Visa’s Zero Liability Policy¹ and can be easily replaced if lost or stolen.

For more information about GiftCardLab.com visit www.GiftCardLab.com. More information about Visa Gift cards is also available at www.visa.com/gift.

About Visa

Visa operates the world’s largest retail electronic payments network providing processing services and payment product platforms. This includes consumer credit, debit, prepaid and commercial payments, which are offered under the Visa, Visa Electron, Interlink and PLUS brands. Visa enjoys unsurpassed acceptance around the world and Visa/PLUS is one of the world’s largest global ATM networks, offering cash access in local currency in more than 170 countries.

For more information, visit www.corporate.visa.com.

About Card Lab Inc.

GiftCardLab.com was created by Card Lab Inc. in 2007 to meet the growing demands for customized gift cards. They have teamed up with Serverside Group, based out of London, UK and PAYjr Inc, based out of Dallas, TX. Card Lab Inc. also works closely with banks, credit unions and major youth brands to help create market differentiation with branded and co-branded GiftCardLab programs. For more information, visit www.GiftCardLab.com or email partner@GiftCardLab.com.

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¹ Visa's Zero Liability policy covers U.S.-issued cards only and does not apply to ATM transactions, PIN transactions not processed by Visa, or certain commercial card transactions. Cardholder must notify issuer promptly of any unauthorized use. Consult issuer for additional details or visit www.visa.com/security.