



FOR IMMEDIATE RELEASE

Home Hardware First in Industry to Offer Digital Gift Cards

Upcoming digital gift card program powered by Buyatab offers convenience to customers

St. Jacobs, ON, March 3, 2016 – Home Hardware Stores Limited has partnered with Buyatab to provide digital gift cards to Home Hardware customers across Canada. The program is the first of its kind in the Canadian hardware industry and was developed in response to a growing demand from customers for digital gift cards.

The eGift card sender is able to customize the card from an assortment of gift card designs and create a personalized message as well as scheduling the send date if desired. Upon receiving the eGift card, the recipient is emailed a card number and activation pin that can be redeemed by displaying the information on their mobile device or presenting a printed copy. The card balance is also able to be tracked online.

“Home Hardware Dealers are focused on providing the quality service to their customers across Canada,” says Bruce Hammer, Retail Payment Services Manager, Home Hardware Stores Limited. “Our partnership with Buyatab to offer digital gift cards is another way that our Dealers continue to offer flexible and secure shopping to customers.”

eGift cards can be purchased online at homehardware.ca in both French and English and are redeemable at any Home store location. The option for purchasing physical cards is still available to customers.

About Home Hardware Stores Limited

Home Hardware Stores Limited is Canada's largest Dealer-owned hardware, lumber, building materials and furniture cooperative with close to 1,100 stores under the Home Hardware, Home Building Centre, Home Hardware Building Centre and Home Furniture banners with annual retail sales of over \$5.8 billion. Founded in 1964 in rural St. Jacobs, Ontario, Home Hardware remains 100% Canadian owned and operated. Through the Home Hardware network, Dealer-Owners have access to 100,000 quality, brand name and private label products, a state-of-the-art distribution system and extensive marketing and training programs. Offering a mix of tradition and innovation, Home Hardware Stores Limited has received designation as one of Canada's Best Corporate Cultures and Best Managed Companies and is committed to providing local communities with superior service and expert advice. More information about the company is available at homehardware.ca.

About Buyatab Online Inc.

Buyatab is a leading provider of advanced eGift Card infrastructure solutions for medium and large-sized businesses. Buyatab provides a seamless solution for eGift cards to be purchased from a merchant's online properties (website, mobile site, Facebook page etc.) and delivered to recipients via email or text message, leveraging the rapid growth in mobile device and social

media usage and with full compatibility to mobile wallets like Apple's Passbook. With clients in Canada, the United States, Europe and Asia, Buyatab provides eGift card services to merchants in a wide variety of sectors including retail, hospitality, restaurant, shopping, hotels and others. <http://www.buyatab.com>.

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