**News Release**

**For immediate release**

**11th September 2015**

**Innovative new website, MarineGiftCards.com, launches at Southampton Boat Show 2015**

MarineGiftCards.com, a new website selling eGiftcards for marine products, launched at Southampton Boat Show on Friday 11th September 2015. The site offers a new, convenient way of gifting marine products and services to family, friends and loved ones.

Buying a marine specific gift for someone who loves boating is an almost impossible task; MarineGiftCards.com enables consumers to buy eGiftcards, which the recipient can then spend on a gift that they really want from the company specified on the card. EGiftcards can be personalised with a message to the recipient.

To celebrate the launch, MarineGiftCards.com is running a prize draw to win Henri Lloyd Elite kit (worth £820) with other prizes of Henri Lloyd eGiftcards with values from £25 to £100. Anyone who signs up to the site, or subscribes to the MarineGiftCards.com newsletter before 23:59 on 30th October 2015 will be entered into the draw. Consumers can also enter by filling in an entry form on the MarineGiftCards.com stand (B013) at Southampton Boat Show. Full terms and conditions can be found at www.marinegiftcards.com

Subscribers to the MarineGiftCards.com newsletter will also benefit from being the first to hear about new eGiftcards, special offers and promotions.

MarineGiftCards.com partner Henri Lloyd is delighted to be involved. ‘As a market leader, Henri Lloyd was keen on being a MarineGiftCards.com partner from the outset. There is huge potential for MarineGiftCards.com to open up the market to new consumers, who wouldn’t otherwise be spending with ourselves and our key retail partners’, said Graham Allen, Commercial Director at Henri Lloyd.

Mike Shepherd, Director of MarineGiftCards.com, said ‘We are delighted to be launching the marine industry’s first eGiftcard website. We aim to revolutionise the way consumers buy gifts for those who love boating. We are giving everyone a simple way to give the perfect gift to us passionate boaters, even if they know nothing about boating themselves.’

MarineGiftCards.com is powered by technology from giftcard giant InComm, which is acknowledged as the industry leader in prepaid card and transaction technologies. Tim Pope is Regional Vice President for InComm’s operations in EMEA. “The growth of the gift-card category over the past few years has been hugely impressive” said Tim Pope, Vice President, InComm Europe. “ But certain sectors of the market have remained inaccessible, by working with MarineGiftCards.com we will open up a specialist sector that has previously been overlooked, giving consumers even more choice of products they buy”

MarineGiftCards.com aims to be a one-stop shop for many of the top marine brands, with new partners coming on board all the time.

**ENDS//**

Notes to editors

**MarineGiftCards.com** is a trading name of MAA Prepaid Ltd, which is a registered company within the UK. MAA Prepaid Ltd was founded in 2014 by Mike Shepherd.

**Southampton Boat Show** runs from 11-20 September 2015. For more information visit: <http://www.southamptonboatshow.com>

**About InComm**

Leveraging deep integrations into retailers’ point-of-sale systems, InComm provides connectivity to a variety of service providers that allow consumers to conduct everyday business at more than 450,000 points of retail distribution worldwide. Whether those consumers are activating prepaid products, paying bills, enjoying real-time discounts through a membership card, purchasing digital goods in-store or adding funds to an online account, InComm is there to provide unique gift-gifting opportunities, cater to on-the-go shoppers, deliver added value through loyalty programs and serve cash-based consumers. With 186 global patents, InComm is headquartered in Atlanta with a presence in over 30 countries in North and South America, Europe and the Asia-Pacific region. Learn more at [www.InComm.com](http://www.InComm.com) or connect with us on [www.twitter.com/InComm](http://www.twitter.com/InComm) , [www.facebook.com/InComm](http://www.facebook.com/InComm), [www.linkedin.com/company/InComm](http://www.linkedin.com/company/InComm) or [www.InComm.com/blog](http://www.InComm.com/blog)

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