

Re: REVISED GIFT CARD LAWS
HB2289, CD1: Relating to Gift Certificates (Act 195)

Dear Valued Customer:

As a reminder, there have been recent changes to the Hawaii laws in regard to gift cards. This letter is not meant to be a complete dissemination of the law, rather a recommendation that you review the law in its entirety if you are not aware or familiar with these changes.

HB2289, CD1: Relating to Gift Certificates (Act 195), amends §481B-13, HRS, Hawaii's Gift Certificate Law; enacted on July 6, 2010; effective immediately.
Text: http://www.capitol.hawaii.gov/session2010/bills/HB2289_CD1_.pdf

The major changes are:

- **EXPIRATION DATES:** The minimum expiration date for electronic gift cards has been extended from two (2) to five (5) years; the minimum expiration date for paper gift certificates remains at two (2) years.
- **FEES:** Issuers are allowed to impose an issuance or activation fee of 10% of the face value, but not more than \$5.00.

NEW LAW:

Gift certificate / Gift Card DOES NOT include a card, certificate, or other medium that is:

- Used solely for telephone services;
- Reloadable and not marketed or labeled as a gift card, gift certificate, or certificate;
- A loyalty, award, or promotional gift card;
- Not marketed to the general public;
- Redeemable solely for admission to events or venues at a particular location or group of affiliated locations, which may also include services or goods obtainable:
 - At the event or venue after admission; or
 - In conjunction with admission to such events or venues, at specific locations affiliated with and in geographic proximity to the event or venue.

If you have any questions or if we can be of any assistance in your gift card needs, please do not hesitate to contact us at 808-694-7300.