



Bring Back Our Mall Gift Cards

Dear Customer:

- We apologize, but we are unable to offer you our mall gift cards at this time.
- New Government of Nova Scotia regulations, which took effect on February 1st, 2010, do not allow us to sell our gift cards any longer.
- Our mall gift cards were a “bank product” which enabled them to be redeemed at almost all Halifax Shopping Centre retailers.
- Consumers paid a bank fee of \$2.50 per month on any balance remaining on a mall gift card after 15 months from the date of purchase.
- 96% of all mall gift card funds were redeemed prior to the 15 months by our customers through the retailers of their choice making the program free to these customers.
- We support consumer protection; however, mall gift cards are much different than retailer gift cards as they provide a high level of convenience and are secure regardless of retail bankruptcies.
- In order to keep mall gift card funds secured and held by a bank, fees are required, similar to fees that you might expect to pay on a bank account.
- The Government of Nova Scotia’s recent regulations have caused us to discontinue our program and explore an alternative product that will likely have greater consumer fees and will require us to charge 100% of our customers, rather than the 4% that currently pay fees.
- We believe this is not what the Government of Nova Scotia intended with these regulations.
- Please note, all mall gift cards sold prior to February 1st will continue to be accepted at our retailers.
- **To help us Bring Back Mall Gift Cards please show your support by signing a letter to the Government of Nova Scotia or call Minister Jennex of Service Nova Scotia at (902)424-5550**

