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Dartmouth Mall launches new gift card program

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Shoppers can now purchase the ideal gift card with versatility and convenience, as Dartmouth Mall owner and manager Pennsylvania Real Estate Investment Trust (PREIT) introduces a new branded gift card. The festively designed PREIT Mall American Express Gift Card can now be used at Dartmouth Mall as well as virtually all retailers across the U.S. that accept American Express. And, with no after purchase fees, PREIT Mall American Express Gift Cards will never lose their value until spent by the consumer.

"We are excited to offer a new gift card product that is in high demand. Our gift cards are redeemable in nearly all Dartmouth Mall retailers as well as thousands of retailers and restaurants nationwide that accept American Express, which offers greater flexibility for the recipient," said Beth Zager, mall marketing director. "This new feature provides an added value for our shoppers and area businesses who want to send gifts to friends, family, and business associates that live both close and far away."

PREIT Mall American Express Gift Cards are available in \$20 - \$300 denominations, made with recycled material, and come in two new designs. A third, limited edition version will be available for the holiday season. Gift cards are available for purchase at Dartmouth Mall's Customer Service Center during all shopping hours. The gift cards can be purchased with cash, American Express, Visa, Mastercard, or Discover. There is a \$2.95 purchase fee per card. Discounted pricing is available for large volume orders of PREIT Mall American Express gift cards. Traditional American Express Gold Gift Cards are also available in denominations of \$25, \$50, and \$100, with a respective fee of \$4, \$5, and \$6.

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