



Dunham's Sports and CashStar Team Up for New eGift Card Experience

Sporting Goods Chain Launches Digital Gift Card Program on CashStar Commerce Platform

Portland, Maine - December 12, 2016 - [CashStar](#), the industry-leading provider of prepaid commerce solutions, today announced that [Dunham's Sports](#), the Midwest's largest sporting goods chain, has launched its new eGift card experience on the CashStar Commerce platform. Dunham's Sports shoppers can now order digital gift cards on the retailer's website.

Comprised of more than 225 stores in 21 states across the U.S., Dunham's Sports is a full-time brick-and-mortar sporting goods store focused on fishing, hunting, apparel, footwear and classic athletics equipment and gear. Before adopting CashStar's solution, Dunham's sports gift cards were available for in-store purchase only. The company received feedback from customers citing their desire for the ability to purchase the store's gift cards online. To help meet customer needs, Dunham's turned to CashStar. Now, Dunham's customers are able to purchase gift cards online in addition to in store.

"We've heard our customers' requests for online gift cards loud and clear, and we're excited to launch our new offering in time for the busy holiday season with the help of CashStar," said Dunham's Sports Managing Director of Digital Marketing David Feld. "CashStar Commerce checked all of the boxes we were looking for in a platform, from a simple, intuitive user experience to secure purchase processing integration. CashStar has been a fantastic partner and we look forward to an ongoing collaboration."

Through the CashStar Commerce platform, Dunham's new eGift card experience allows consumers to choose from a variety of digital gift card designs and add personal messages for recipients. Designed for desktop, tablet and mobile devices, the eGift cards can be delivered instantly to the recipient or purchaser via email, with an optional special layout designed for printing and hand-delivery.

"By digitizing its gift card program, Dunham's Sports can engage their customers with a convenient, personalized eGift experience," said CashStar President and CEO Ben Kaplan. "We are excited to partner with Dunham's Sports and help enhance their digital strategy."

To view Dunham's Sports' CashStar-powered eGift cards, visit:

<https://dunhamssports.cashstar.com/>

About Dunham's Sports

Dunham's, one of the nation's largest retail sporting goods chains, was founded in 1937 in Detroit as Dunham's Bait and Tackle and has grown to over 225 stores in 21 Midwestern and Southern states. You can join the sports conversation on Dunham's Facebook page at www.facebook.com/dunhamssportinggoods.

About CashStar

CashStar, the industry-leading provider of prepaid commerce solutions, enables the world's top retailers and restaurants to grow and innovate in the rapidly evolving retail environment. CashStar provides best-in-class capabilities, revenue-optimizing risk management and a client success model based on aligned growth, to optimize digital gifting and prepaid commerce experiences. CashStar powers more than 300 leading brands worldwide including Best Buy, Brookstone, Coach, Crate & Barrel, Dell, Dunkin' Donuts, Gap, lululemon athletica, Nine West, Office Depot, Petco, Pottery Barn, QVC, Sephora, Staples, Starbucks, The Cheesecake Factory, The Home Depot and [Williams-Sonoma](#). To learn more, please visit www.cashstar.com, follow [@CashStar](#) or e-mail info@cashstar.com.

Contact:

Keri Bertolino

fama PR

617-986-5007

CashStar@famapr.com