



## **‘THRILL EXPERIENCES’ EXTENDS EXPIRY DATES OUT TO 5 YEARS**

EXPERIENCE GIFT RETAILER Thrill Experiences has unveiled market leading, 5-year expiry dates in time for the Christmas and holiday season.

The NSW government recently passed new legislation requiring gift cards to have 3-year expiry dates for cards purchased by consumers in NSW.

In 2008, Thrill Experiences positioned itself ahead of the market by offering expiry dates that are 3 months more than what is considered the industry standard 12-month period. The new 5-year period is significantly longer than any of its competitors.

Phil Williams, Director at Thrill Experiences, said:

“On the back of a very recent web site redevelopment, in a period of Christmas shopping fever, the timing of the NSW legislation could have come at a far better time for retailers. It was an unexpected announcement as a Commonwealth Consumer Affairs Advisory Council [review](#) of gift cards had come to an entirely different conclusion in 2012.”

“We’ve worked incredibly hard to develop the system changes that ensure we observe to the new legislation. We’re proud all our customers, irrespective of the State they purchase from, can look forward to best-in-market expiry dates that run for 5 years.”

Ends

For more information please contact Phil Williams on 03 86377120 or visit [www.thrillexperiences.com.au](http://www.thrillexperiences.com.au)