



## **Chico's FAS, Inc. Partners with CashStar to Launch New Digital Gifting E-commerce Customer Experience**

*Specialty Retailer Leverages CashStar Consumer to Grow Gift Card Program*

**Portland, Maine – December 12, 2017** – [CashStar](#), a market leader in gift card e-commerce solutions for large merchants, today announced that [Chico's FAS, Inc.](#) (NYSE:CHS), a leading specialty retailer whose brands include Chico's, White House Black Market and Soma, has launched an enhanced consumer gift card e-commerce program powered by CashStar Consumer.

Chico's FAS sought a strategic partner that could not only help the company expand the gift card segment of its business, but also help them meet consumer expectations as digital technology evolves.

"At Chico's FAS, we consistently look for ways to improve the customer experience in this evolving digital environment and make it as seamless as possible," said Ann Joyce, executive vice president – chief information officer, Chico's FAS, Inc. "With CashStar Consumer, we are better equipped to deliver our company's promise of the "Most Amazing Personal Service," our unique service proposition, and commitment to our customers and their continued loyalty."

With CashStar as a partner, Chico's FAS now provides its customers with a real-time digital gifting experience that includes personalization.

"We are very excited about launching Chico's FAS onto the CashStar Consumer platform," said Ben Kaplan, group vice president, CashStar. "Our partnership and objective with them exemplifies our primary goal as a company—to provide merchant solutions that create great customer experiences and grow our client's gift card revenue. CashStar's technology enables Chico's FAS to scale its e-gift card program over the next year by meeting customer desires for more personalized options and faster delivery."

### **About Chico's FAS, Inc.**

Chico's FAS, through its brands - Chico's, White House Black Market, and Soma, is a leading omni-channel specialty retailer of women's private branded, sophisticated, casual-to-dressy clothing, intimates and complementary accessories.

As of October 28, 2017, Chico's FAS operated 1,474 stores in the US and Canada and sold merchandise through franchise locations in Mexico. The Company's merchandise is also available at [www.chicos.com](http://www.chicos.com), [www.whbm.com](http://www.whbm.com), and [www.soma.com](http://www.soma.com). For more detailed information on Chico's FAS, Inc., please visit [www.chicosfas.com](http://www.chicosfas.com).

## **About CashStar**

CashStar is a leading provider of merchant solutions for gift card ecommerce, supporting multiple touchpoints across the customer lifecycle. Its award-winning platform, CashStar Commerce, is a flexible and market-proven solution that enables merchants to directly market, sell and distribute digital and plastic gift cards across channels and devices. With security, scalability and reliability integral to the platform's foundation, CashStar clients can focus more on creating great customer experiences, growing gift card revenue and driving omni-channel engagement. CashStar clients include top brands like SEPHORA, Starbucks, The Home Depot, Uber and Walmart. CashStar is a Blackhawk Network Business. To learn more about CashStar's solutions, please visit [www.cashstar.com](http://www.cashstar.com), follow @CashStar or email [info@cashstar.com](mailto:info@cashstar.com).

## **About Blackhawk Network**

Blackhawk Network Holdings, Inc. (NASDAQ: HAWK) is a global financial technology company and a leader in connecting brands and people through branded value solutions. Blackhawk platforms and solutions enable the management of stored value products, promotions and incentive programs in retail, ecommerce, financial services and mobile wallets. Blackhawk's Hawk Commerce division offers technology solutions to businesses and direct to consumers. The Hawk Incentives division offers enterprise, SMB and reseller partners an array of platforms and branded value products to incent and reward consumers, employees and sales channels. Headquartered in Pleasanton, Calif., Blackhawk operates in 26 countries. For more information, please visit [blackhawknetwork.com](http://blackhawknetwork.com), [hawkcommerce.com](http://hawkcommerce.com), [hawkincentives.com](http://hawkincentives.com) or our product websites [giftcards.com](http://giftcards.com), [giftcardmall.com](http://giftcardmall.com), [cardpool.com](http://cardpool.com), [giftcardlab.com](http://giftcardlab.com) and [omnicard.com](http://omnicard.com).

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