

Federal Reserve Bank of San Francisco  
101 Market Street, San Francisco, California 94105

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To State Member Banks, Bank  
Holding Companies, Financial Holding  
Companies, and Foreign Bank Offices  
in the Twelfth Federal Reserve District

**Board Releases Online Publication on Rules for Gift Cards**

A new online publication to help consumers better understand how to protect themselves against harmful gift card practices was unveiled April 19, 2010 by the Federal Reserve Board.

*[What You Need to Know: New Rules for Gift Cards](#)* is the third publication in a series designed to explain Board regulations to consumers in an easy-to-understand format. This publication describes the types of cards that are covered under gift card rules released last month and highlights key protections, including new limits on expiration dates, requirements for clear fee disclosures, and fee restrictions.

Gift cards have become a common and convenient gift alternative. The Board's new rules help ensure that consumers who give or receive gift cards are not surprised by expired cards and are protected from certain fees that reduce their value.

More information on the Board's gift card rules, which go into effect August 22, 2010, can be found at: [www.federalreserve.gov/newsevents/press/bcreg/20100323a.htm](http://www.federalreserve.gov/newsevents/press/bcreg/20100323a.htm).

**Additional Information**

All circulars and documents are available on the Internet through the Federal Reserve Bank of San Francisco's website, at <http://www.frbsf.org/banking/letters>.

For additional information, please contact:

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