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McCusker & Company Launches Unique Digital Warranty Gift Card Revolutionary Approach Makes Electronic Purchases More Secure

Just in time for the start of the holiday season, McCusker & Company is pleased to announce the launching of a unique Digital Warranty Gift Card that makes online shopping for electronics, appliances and other purchases far more secure.

IRVING, TX, October 12, 2008 **/24-7PressRelease/** -- Just in time for the start of the holiday season, McCusker & Company is pleased to announce the launching of a unique Digital Warranty Gift Card that makes online shopping for electronics, appliances and other purchases far more secure. Available through select outlets, the Digital Warranty Gift Card allows users to redeem the gift cards for extended warranties on electronics and other items at one convenient website located at www.warrantygiftcard.com.

In an effort to protect consumers against unexpected repairs after purchasing various electronics, appliances and specialized items, the innovative Digital Warranty Gift Card is the ideal solution for peace of mind and financial protection. Whether purchasing printers, computers, appliances, cameras, Blue Ray or DVD players, televisions, MP3 players and many other products, with the Digital Warranty Gift Card, there is never a need to worry about spending money on costly repairs.

"With today's economy being what it is, margins are more critical than ever before to resellers," stated Will McCusker, President and CEO of McCusker & Company. "Now online premium merchants can launch our extended warranty program with no capital investment and an immediate start-up."

As a well-known distributor and developer for extended warranty programs, McCusker & Company helps to build important warranty programs on a domestic and international level. Joining forces with underwriters, administrators and specialized support companies, McCusker & Company's extended Digital Warranty plans not only makes the purchase of electronic items and appliances more secure, but it also makes shopping a lot more fun. In addition, the redemption of the warranty gift card is easy and fast and begins right after purchasing the Digital Warranty Card at select outlets. Once you have purchased the card, consumers need only visit www.warrantygiftcard.com where the digital gift cards can be redeemed easily and effortlessly. Rather than wasting time visiting different sites for different warranties, consumers simply locate the gift card number on the Digital Warranty Gift Card and enter it at the [warrantygiftcard.com](http://www.warrantygiftcard.com) website. Nothing could be simpler or safer. Gift cards are now available and can be purchased at www.warrantygiftcard.com. Dealers interested in participating are encouraged to sign up at McCusker & Company's website at <http://mccuskerco.com>.

About McCusker & Company LLC

McCusker and Company is an extended warranty consulting firm founded by industry experts and is headquartered in Kansas. They specialize in the extended warranty service contract industry providing consulting, extended warranty programs, service programs, management and support for your warranty call center and on-site service needs. They also function as litigation consulting experts on complex litigation projects, technology sales, and arbitration and industry disputes. The firm also founded and developed Machine Buddy national onsite service center. For more information contact us at (800) 734-0819