



**FOR IMMEDIATE RELEASE**

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**From Gift Cards to Premium Chocolates, CVS/pharmacy Offers Convenient Valentine's Day Gifts for Last Minute Shoppers**

*Survey shows gift cards are the present of choice for Valentine's Day*

**WOONSOCKET, R.I. – February 7, 2008** – CVS/pharmacy, America's largest retail pharmacy with more than 6,200 convenient locations nationwide, offers an exciting variety of Valentine's Day gift options at affordable prices perfect for last-minute shoppers. With department store-quality gifts, CVS/pharmacy gives shoppers a simple, enjoyable experience with store hours that meet busy schedules, without the hassle of a crowded mall. In a recent survey conducted by Harris Interactive® on behalf of CVS/pharmacy, 59% of U.S. adults report this Valentine's Day they would most like to receive a gift card.<sup>i</sup>

CVS/pharmacy has more than 220 gift cards for use on air travel and hotel chains and popular retailers such as Starbuck's, Barnes & Noble, Borders, Home Depot, iTunes and AMC and Regal movies theaters. For the golf and spa enthusiast, CVS/pharmacy offers gift cards for Utix Golf and Spa Finder, redeemable at participating golf courses and spas nationwide.

In addition, the study found that 51% of men are interested in receiving chocolate, compared to 35% of women. With hundreds of chocolate items available, shoppers can select from Lindt Gourmet Truffles (\$3.29 - \$9.99), Ghiradelli Square Hearts (\$4.99) or something from Russell Stover's Private Reserve (\$14.99). Some alternatives to traditional chocolates include a 3lb. Hershey Heart (\$24.99), a Dove's Milk Chocolate Rose (\$3.99) and Emily's Chocolate Covered Fortune Cookies (\$5.99).

The survey also indicated that 25% of adults would like to receive perfume or cologne on Valentine's Day. Rather than heading to a crowded department store, shoppers can select from many popular designer fragrances and gift sets including Elizabeth Taylor's White Diamonds, JLo, Baby Phat, Acqua Di Gio, Drakkar Noir, Curve and even the new Intimately Beckham.

Looking for simple or just plain fun? Pick-up a musical rose (\$2.99), a singing and dancing idol (\$7.99) or a big stuffed animal sure to put a smile on anyone's face.

Additional great gift ideas shoppers can find at CVS/pharmacy include scented candles ranging from \$.99 - \$9.99, fluffy love slippers (\$7.99), heart-themed boxer shorts for him or her (\$6.99) and Valentine's toasting glasses (\$4.99). Other novelty items include All About Love Magic Balls (\$2.99), Lotto Romance Cards (\$.99) or Lucky Lovers Message Dice (\$.99).

Still stumped? Create a personalized photo gift such as a mug or calendar online at [cvsphotocenter.com](http://cvsphotocenter.com) or create your very own in-store CVS/pharmacy Photo Book in minutes. This bound, hard cover book can be taken home the very same day it's created starting at \$5.99.

Don't forget the card! The survey also indicated that 41% of adults would like to receive a greeting card. CVS/pharmacy provides an extensive selection of greeting cards, novelty singing and talking cards and child-themed collections in addition to gift bags, wrapping paper and all the trimmings shoppers need for a personal touch.

#### **About CVS/pharmacy**

CVS/pharmacy, the retail division of CVS Caremark Corporation, is America's largest retail pharmacy with more than 6,200 retail locations. CVS/pharmacy is committed to improving the lives of those we serve by making innovative and high-quality health and pharmacy services safe, affordable and easy to access, both in its stores and online at [CVS.com](http://CVS.com). General information about CVS/pharmacy and CVS Caremark is available at <http://www.cvs.com/pressroom>, as well as <http://investor.cvs.com>.

***About the survey:*** Harris Interactive conducted this online survey on behalf of CVS/pharmacy between January 25 and January 29, 2008 among 2,621 adults ages 18+, of whom, 1,998 would like to receive a gift for Valentine's Day this year (men = 998; women = 1,000). This online survey is not based on a probability sample and therefore no theoretical estimates of sampling error can be calculated. For complete methodology, including weighting variables, please contact Erin Pensa.

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<sup>i</sup> All percentages cited throughout this release are based on adults who want to receive a gift for Valentine's Day (n= 1,998) and represent a net of respondents' first, second, or third choice gift.