



## **IMMEDIATE RELEASE**

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### **Ten Years of Building Successful Gift Card Programs *SVM, the Leader in Gasoline and Retail Gift Cards, Marks Anniversary as the Holiday Season Approaches***

Chicago, IL - October 24, 2007 - SVM, the leader in the gasoline and retail gift card industry, is celebrating its 10th year in business. Marshall Reavis founded the company in 1997 with one prepaid card, the Mobil GO Card [now the ExxonMobil (NYSE: XOM) Cash Card], which was the first gasoline gift card product in the marketplace. Over the last 10 years, SVM's portfolio has grown to more than 90 of the most popular gift cards offered, including the largest oil companies and nationally recognized retail, restaurant and travel brands.

Reavis has guided the company's evolution from the early days when SVM focused solely on providing gasoline gift cards. Today, the company has greatly expanded its menu of services and not only provides a wide range of gift cards, but also supports clients with production, management and fulfillment services and is an innovator of 3rd party gift card issuing partnerships.

"While SVM dominated the gasoline gift card industry for years," Reavis stated, "we have now evolved over time to be the single source solution for multiple types of gift cards. Today's consumers want a choice of gift cards - including retail, hotel, and specialty brands and we provide those for our customers. We have seen first hand how the popularity and usage of these cards has grown exponentially."

The holiday season is primetime for gift card sales. Archstone Consulting, LLC expects that gift card purchases for the upcoming holiday season will reach an all-time high of \$35 billion, a 25% increase over the 2006 holiday season (\$27.8 billion) and an 89% increase over the 2005 holiday season (\$18.48 billion).

SVM anticipates a strong holiday season as gift cards continue to skyrocket in popularity. At SVM, gasoline gift card sales during the holiday season increased in excess of market trends from 2005 to 2006, and the company expects to see another solid increase in gift card sales for this upcoming holiday season.

SVM markets all major gasoline gift card brands, offers a wide range of other retail, restaurant, travel, and specialty brand gift cards, and is a leading distributor of the American Express® branded Fill It Up® prepaid gasoline card. SVM provides 3rd party gift card issuing partnerships, as well as card program production, fulfillment, inventory management, Internet hosting and 24/7 customer service options. SVM is headquartered in the metropolitan Chicago area at 999 Touhy Ave., Suite 250, Des Plaines, IL. Phone (800) 972-7481 or visit [www.svmcards.com](http://www.svmcards.com).

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