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SVM to Match Commissary Gift Card Donations “Operation Basic Needs”

***Purchase a Commissary Gift Card, Donate it to USA Cares and SVM will Match Your Donation
Show your support for our troops!***

Chicago – June 2011 - The newly launched Commissary Gift Card can be used by military personnel, retirees and their families to make purchases at any one of the commissaries operated worldwide. In honor of the men and women that serve our country, SVM, LP is matching all Commissary Gift Card purchases donated to USA Cares through a special designated website. USA Cares distributes the Commissary Gift Cards to military families in need.

The introduction of the Commissary Gift Card offers families and friends as well as corporations and organizations the opportunity to give a gift card for groceries, health and beauty items, as well as household products to the troops who serve our country all over the world.

SVM is matching Commissary Gift Card purchases made at www.DonateCommissaryGiftCard.com from Independence Day through Labor Day where the gift cards are sent directly to USA Cares by SVM. The Commissary Gift Card is available in denominations of \$25 and \$50.

Including SVM's match of up to \$50,000, the goal is to raise \$100,000 by Labor Day.

The Commissary Gift Card is issued by Defense Commissary Agency and administered by SVM, LP.

About SVM

SVM is the global leader in providing innovative gift card solutions for businesses. Businesses are served in two manners. First SVM provides comprehensive gift card issuance and card program management for retailers – and oil companies in particular. SVM then takes these cards it manages and provides them to businesses of all types for incentive, promotional and consumption purposes. SVM is most widely known for its complete portfolio of gasoline card brands, for which SVM acts as the legal issuer for many of them. SVM has served tens of thousands of businesses over the years, and counts federal, state and local government entities among these customers. In addition to gasoline gift cards and the new DeCA Commissary Gift Card, SVM offers gift cards for over 150 of the nation's most popular retail stores, restaurants, service companies and organizations. For more information on SVM and its gift card and eGift card solutions, call Jim Speir at (847) 553-9105 or visit www.svmcards.com.

About USA Cares (usacares.org)

USA Cares exists to help bear the burdens of service by providing post-9/11 military families with financial and advocacy support in their time of need. Assistance is provided to all branches of service, all components, all ranks while protecting the privacy and dignity of those military families and veterans who request our help. Since 2003, USA Cares has responded to over 30,000 requests for assistance with more than \$8 Million in direct support grants.

USA Cares is a Kentucky based 501(c)3 non-profit, charitable organization founded in 2003.

About DeCA: The Department of Defense Commissary Agency operates a worldwide chain of commissaries providing groceries to military personnel, retirees and their families in a safe and secure shopping environment. Authorized patrons purchase items at cost plus a 5-percent surcharge, which covers the costs of building new commissaries and modernizing existing ones. Shoppers save an average of more than 30 percent on their purchases compared to commercial prices – savings amounting to thousands of dollars annually.

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