

Contact

Name: Jim Speir
Title: Director of Sales
SVM, LP
847-553-9105

**SVM Introduces Innovative New Gasoline Reward Card
for Business and Consumer Promotional Programs**

SVM, the global leader in gift cards for businesses, continues its market leading tradition in developing innovative products for use in reward and promotional programs. SVM currently provides gasoline gift cards from the major oil companies in America.

SVM is proud to introduce the new gasoline reward card. The gasoline reward card offers businesses unique features to incent and reward customer behavior while also controlling their marketing and promotional campaigns and budgets.

This promotional card combines the attractiveness of gasoline as a reward currency, the convenience of being able to pay for gasoline at the pump and the flexibility of expiration dates to create an attractive reward solution. Marketing professionals can now create compelling gasoline reward campaigns with defined durations and controlled costs.

“Gasoline gift cards have proven highly effective in promotional campaigns. Now we are offering additional features and creative pricing models through gasoline reward cards with expiration dates. We created this product in response to business demand for innovative and flexible gasoline rewards,” said Jim Leroux, President of SVM.

SVM's issuing agreements with the leading oil brands for this gasoline reward product will provide businesses nationwide coverage for their promotional and incentive programs.

The applications for this unique gasoline reward card apply across all businesses and industries - grocery, retail, services, manufacturing and more. SVM also offers businesses co-branding and card customization options. Co-branding gasoline cards is one of the easiest and lowest cost methods of putting a company's brand or logo in the hands of customers or prospects.

About SVM

Founded in 1997, SVM is the global leader in providing innovative gift card solutions for businesses. SVM's products are used by leading incentive, rewards, loyalty and other companies to incent and reward their customers and prospects. SVM is the only company that offers gasoline gift cards from every major oil company in America, as well as 150 of the nation's most popular retail stores, restaurants, service companies and hotels. For more information on SVM, our gift cards, eGift cards, and reward solutions, call (847) 553-9105 or visit www.svmcards.com.

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