

## **SVM, LP Hires John Cullen as Vice President and GM, Gasoline Loyalty and Rewards**

*Mr. Cullen will lead SVM's expanding initiatives in the gasoline rewards and loyalty space.*

Chicago, IL – October 2011 – SVM, LP, the global leader in providing innovative gift card solutions for businesses, announces the hiring of John Cullen as Vice President and General Manager, Gasoline Loyalty and Rewards.

Prior to joining SVM, Mr. Cullen held numerous leadership and entrepreneurial roles in the area of loyalty and rewards solutions. He was instrumental in the development of several loyalty programs, including innovative programs utilizing gasoline as a currency to incent consumer behaviors. This also included establishing creative partnerships and cross merchandising various consumer products with gasoline.

Mr. Cullen will lead SVM's continued expansion and development of gasoline gift card and other fuel reward solutions. "SVM has recently introduced several innovative gasoline gift card products for its business customers. John's expertise and experience will enable SVM to build on this foundation by continuing to deliver market leading solutions for our petroleum partners and corporate customers." says Marshall Reavis, CEO of SVM.

"Gasoline is an incredibly attractive reward currency for consumers. SVM's strength in the gasoline gift card and incentive and loyalty areas provides the perfect platform from which to launch enhanced gasoline loyalty and rewards solutions." says Mr. Cullen.

Mr. Cullen's experience includes senior management positions at both Centego Marketing, the creators of Fuel Rewards™, and AutoGas Systems. Mr. Cullen holds a BA Degree from Loyola University in Chicago.

### **About SVM**

Founded in 1997, SVM is the global leader in providing innovative gift card solutions for businesses. SVM is headquartered in Des Plaines, Illinois and SVM Europe is located in London, United Kingdom. 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](http://www.svmcards.com). For more information on SVM Europe, please call 011 44 1709 303115 or visit [www.svmcards.co.uk](http://www.svmcards.co.uk).