

SVM Launches New Loyalty and Reward Business that Leverages the Power of Gasoline Rewards

Des Plaines, IL, April 25, 2013--SVM, LP, the leading global provider of gift and prepaid card solutions for businesses announced today the launch of its new loyalty and reward business, FuelCircle. The FuelCircle brand was revealed last year and since that time SVM has been developing a reward platform that leverages SVM's core competencies in gift and prepaid card issuance and fulfillment. With nearly 40,000 retail gasoline stations in its redemption network, FuelCircle is revolutionizing the way in which merchants and consumers can use gasoline rewards.



SVM's CEO, Marshall Reavis said, "The FuelCircle program is a game changer in the reward and loyalty space because FuelCircle has brought meaningful scale to the redemption or burn side of the program which has long been the Achilles heel in this scheme." This means that participating merchants can confidently issue FuelCircle points knowing that consumers will have easy access to a nearby FuelCircle redemption location.

FuelCircle provides its coalition of merchants both a platform to issue rewards and the ability to allow for the easy exchange of their existing loyalty currency, either points or miles. This flexibility brings additional value to existing loyalty programs by expanding the member redemption options with the ultimate reward, fuel.

SVM says fuel as a reward has proven its value among consumers and expects rapid adoption of the program by merchants and consumers alike. Jim Leroux, President of SVM added, "We felt there was pent up demand from merchants for a fuel reward offering—this demand exists today because there are no nationwide fuel reward redemption options and the demand could only be satisfied through a universal currency in dollars off via the FuelCircle Reward Card." Leroux added, "We have worked hard to create a technology solution that is minimally invasive, can be deployed rapidly and is intuitive to use. Additionally, our exchange option brings existing loyalty operators greater flexibility by adding liquidity to their points or miles-based programs and broader utility for the consumer."

From a consumer's perspective the elegance of the solution is its simplicity. The consumer inserts the FuelCircle Reward Card into the pump, dispenses their reward and is on their way. Future earned rewards are reloaded automatically to their existing reward card. SVM expects to add many merchants that will leverage both their POS integrated solution as well as take advantage of their currency exchange, web based solutions.

The FuelCircle Reward Card is accepted by six major gasoline brands including Chevron, Texaco and Sunoco. BP will join the FuelCircle network in late 2013 and additional brands are pending. For a complete list, please visit www.FuelCircle.com. The FuelCircle Reward Card and our partnered gasoline brands provide the first branded, nationwide network using reloadable stored value as the fuel reward currency.

Those interested in becoming a merchant partner can contact Stephen.Keller@fuelcircle.com or visit www.FuelCircle.com for more information.

About SVM

Since 1997, SVM has been helping its customers provide the right rewards that incentivize and motivate in an efficient and reliable way. Headquartered in suburban Chicago, IL, SVM also has offices in the United Kingdom, serving all of Europe. SVM's products include gift cards, network prepaid cards, promotional and reward cards, eGift and award codes, gift card management services and gift card fulfillment services. By supplying in-demand brands that people want and need, and innovative products using the latest in technological advances, SVM drives positive behaviors. For more information on SVM or FuelCircle, call (847) 553-9105 or visit www.svmcards.com.com.