



IMMEDIATE RELEASE

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Gasoline Gift Cards Pump Up Morale *Employers Across the Country Giving More Gasoline Gift Cards*

Chicago, IL - June 5, 2007 - SVM, the leader in the gasoline and retail gift card industry, announced today that its customers have purchased over 20% more gasoline gift cards in second quarter 2007 than in the first quarter. Customers are using the cards to boost morale and build loyalty with their employees who are paying more at the gasoline pumps to get to work. SVM reports that its customers are using the SVM-issued gasoline gift cards to motivate, retain, and keep their employees enthused to come to and perform at work.

According to the GAO, Americans have spent \$20 billion more so far this year than last on gasoline. As a result, many employees are feeling a direct strain on their family budgets. Employers recognize this financial impact on their employees and are assisting by providing fuel cards to help with the cost of getting to work as well as to other daily activities such as the grocery store, doctor visits, community events, children's activities and traveling on vacation.

According to Marshall Reavis, managing director of SVM, "Everyone needs to buy fuel and consumers are very emotional about the cost of gasoline. As a result, gasoline gift cards are an immediate and welcome benefit from the employee's perspective. We see our customers helping their employees stretch their budgets by using gasoline gift cards as an incentive and it's an incredibly thoughtful and effective way for any organization to improve morale."

St. Vincent Regional Medical Center in Santa Fe, NM, is utilizing gasoline gift cards from SVM to thank employees for their hard work. According to Robert Glick, Executive Director of the St. Vincent Hospital Foundation, "We launched this employee recognition program to thank our 1,700 employees who have worked hard and helped the hospital perform extremely well. The cards are really appreciated because so many have to drive long distances to get to work."

Glick went on to say, "This has been a very positive program -- we have even received thank you notes from our employees. And, it has been great working with SVM, they have been very responsive and helpful. The employees just take their gift cards to the station and use them right at the pump -- it couldn't be easier." Glick concluded, "Our employees go the extra mile and this reward pays for that, literally!"

Founded in 1997, SVM is the leader in the gift card industry and the only company that offers gasoline gift cards from every major oil company in America. SVM is also a leading distributor of the American Express®-branded Fill It Up® prepaid gasoline card. Additionally, SVM offers a wide selection of gift cards from more than 60 of the nation's most popular retail stores, restaurants and hotels. Gift cards are used in employee recognition and incentive programs, in promotional campaigns to boost sales, as employee bonuses, for sales and travel incentives, in customer loyalty and referral programs, sweepstakes and reward programs. SVM supports their clients' gift card programs by providing program management, including 3rd party gift card issuing partnerships, card production and inventory management, retail and individual fulfillment, Internet hosting and customer service 24/7. SVM is headquartered in the metropolitan Chicago area at 999 Touhy Ave., Des Plaines, IL 60018, Phone: 800-972-7481 or visit www.svmcards.com.

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