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Gift Card Pioneer SVM, LP Acquires 1to1 Card
Acquisition Extends Competitive Landscape

Arlington Heights, IL – March 8, 2016 – [SVM, LP](#), a global leader in innovative gift card solutions for businesses, announced today it has acquired 1to1 Card of Woodridge, Illinois. 1to1 Card is a leader in the delivery of prepaid card management services for multiple payment products including incentive, loyalty and promotional cards, rebates, pay cards, and general purpose reloadable cards.

The acquisition has significant implications because SVM now becomes a single source for both open and closed loop cards with customization capabilities for a wide variety of products. Globally recognized as a leading incentive, rewards, and loyalty company, SVM's acquisition of 1to1 Card will enhance the Company's extensive incentive business and bring a host of new products, services and expertise to its vast business-to-business customer network.

"In acquiring 1to1 Card, we are furthering SVM's leadership in the incentive, rewards and loyalty markets. We see many benefits for our customers including superior economics and incremental products. In a market where the competitive landscape is so challenging, this is a significant advantage for our customers, when looking at the bottom line. Ultimately, we represent a notable alternative in the marketplace with our ability to provide one-stop shopping and a distinctive level of partnership because of the value we place on our customer relationships," said Marshall Reavis, founder and CEO of SVM.

Reavis noted that SVM's deep closed loop product portfolio and fulfillment service offerings will provide benefits for 1to1 Card customers including new products as well as augmented convenience and efficiencies.

1to1 Card CEO and President Mark Tepper said, "SVM brings an unparalleled opportunity to 1to1 Card and our loyal customers as we expand our capabilities and leverage SVM's well-established closed loop partnerships. Their business complements our prepaid card solutions and we are excited for a future that combines the knowledge and expertise of 1to1 Card and SVM."

Internationally recognized as a leading gift card specialist, SVM's comprehensive products and services are used by leading incentive, rewards, loyalty companies and numerous others to incent and reward their customers, employees, and prospects, while increasing profitability. The company's complete range of value-added gift card services include production, inventory management, fulfillment, customer service, internet hosting, and marketing to businesses and consumers. In addition, SVM draws on its extensive relationships with processors for clients who benefit from lower costs, maximized gift card sales, and minimized administrative, legal, and regulatory compliance risks and responsibilities. Known for delivering high value gift card programs to large and small businesses alike, SVM remains the only company offering gift cards from every major gasoline company in the U.S.

Among its partnered brands are a wide spectrum of Fortune 500 companies that include more than 350 of the most popular retail, restaurant, hotel and service brands such as ExxonMobil, Lowes, Amazon, CVS, iTunes, Starbucks, Chevron and Texaco, Dunkin Donuts, Best Buy, Walmart, Bed, Bath & Beyond, American Airlines, Hyatt, Staples, TGI Fridays, Target, Phillips 66, and Choice Hotels.

Initially, SVM and 1to1 Card will maintain separate offices and operations. However, the companies have already begun to cross-market products and services, bringing immediate value and efficiency to their respective customer bases.

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About SVM

Founded in 1997, SVM is a global leader in providing innovative gift card solutions for businesses. SVM is headquartered in suburban Chicago, IL and SVM Global has offices in South Yorkshire and London, England. SVM's products are used by leading incentive, rewards, loyalty and other companies to incent and reward their customers, employees, and prospects. SVM is the only company that offers gasoline gift cards from every major oil company in America, as well as over 350 of the most popular retail stores, restaurants, service companies and hotels. For more information on SVM, please call (847) 553-9105 or visit www.svmcards.com. For more information on SVM Global, please call 011 44 1709 303115 or visit www.svmcards.co.uk.

About 1to1 Card

1to1 Card is a recognized leader in the delivery of prepaid card management services for multiple payment products including incentive, loyalty and promotional cards, rebates, pay cards, and general purpose reloadable cards. Creative, affordable solutions are provided, along with exceptional system integration with multiple banks and processors in the U.S., Canada and the EU. Some of the world's most recognized brands are extending their success with 1 to 1 Card services, including payment solution companies, loyalty and incentive companies, wellness reward companies, marketing companies, workers compensation companies, and employers. For more information on 1to1 Card, please call (866) 829-0707 or visit www.1to1card.com.