

SVM Selects CashStar as its Preferred eGifting Partner

SVM Will Leverage CashStar's B2B Incentives Platform as the Delivery Vehicle for bulk eGift Cards for Corporate Incentives, Rewards and Promotions

Portland, Maine - July 27, 2010 - CashStar, Inc., the digital gifting and incentives company, has partnered with SVM, a leading distributor of gasoline and retail gift cards, to deliver CashStar-powered eGift cards to SVM's corporate customers.

SVM offers gift cards from more than 150 of the nation's most popular retail stores, restaurants, service companies and hotels to corporations for incentives, rewards and promotions. Under the terms of this agreement, SVM will use the CashStar digital gifting and incentives platform to deliver eGift cards to its corporate customers.

"We've been in this business for a long time and CashStar fills a clear market void for a solution that simplifies the delivery of bulk e-gift cards for rewards and promotions," said Jim Leroux, Executive Vice President at SVM. "Now, we can deliver personalized e-gift cards via e-mail - a much quicker fulfillment solution."

"Through this partnership, CashStar is able to deliver our B2B solution to SVM while deepening our relationships with the major brands they work with," said David Stone, co-founder and CEO of CashStar. "By providing a Web-based gift card delivery system, corporations can deliver incentives, rewards and promotions in a near-instant."

About SVM

Founded in 1997, SVM is a leader in the gift card industry and the only company that offers gasoline gift cards from every major oil company in America. In addition to gasoline gift cards, SVM has established long-term relationships with leading brands whereby SVM offers the gift cards from more than 150 of the nation's most popular retail stores, restaurants, service companies and hotels. SVM supports 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 24/7 customer service. SVM is headquartered in the metropolitan Chicago area at 200 E. Howard Ave., Suite 220, Des Plaines, IL. Phone (800) 972-7481 or visit www.svmcards.com.

About CashStar, Inc.

CashStar is *the* digital gifting and incentives company. Its powerful platform delivers retailers incremental, high-margin sales, promotes online and in-store traffic and encourages customer loyalty by providing consumers with the most personal, compelling and convenient gifting experiences. With CashStar, retailers can seamlessly integrate digital gift cards, coupons, incentives and customer service tools into their marketing and engagement programs - all within a single interface. CashStar's roster of clients includes leading retail brands such as The Home Depot, The Container Store, CVS/pharmacy, Brinker International Restaurants, Papa John's and Travelocity. For more information about CashStar, please visit www.cashstar.com or email sales@cashstar.com.