



## **IMMEDIATE RELEASE**

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### **Summer Promotions find Success with Gasoline Gift Cards from SVM *Potential of Free Gasoline Helps Change Customer Behavior***

**Chicago, IL - August 8, 2007** - SVM, the leader in the gasoline and retail gift card industry, announced today that businesses are finding unique ways to offer gasoline gifts cards that are especially relevant to consumers during the summer "drive time." Two of SVM's customers, Meineke Car Care Centers, Inc. and Choice Hotels International, have special promotions underway that are providing compelling ways to attract new customers and generate repeat business with existing customers.

According to Marshall Reavis, managing director of SVM, "At this time of year, millions of Americans are taking family vacations, and that often means driving to a destination. The companies we provide gift cards to have developed some very interesting promotions that resonate with these travelers."

Meineke Car Care Centers throughout NY, NJ and CT are using SVM's gasoline gift cards as a way of attracting consumer attention, and as a reward for customers performing needed repairs before they take to the highway for their vacations. "A gasoline gift card is a reward that most Meineke customers can use and appreciate. SVM has been a great partner in helping to facilitate this promotion," said Nancy Truesdale, Meineke's Director of Advertising.

Choice Hotels International is utilizing the SVM gasoline gift cards by offering their guests \$50 in free gas this summer each time a guest stays three separate times at the chain's more than 3,000 hotels in the U.S., Canada, Mexico or the Caribbean between June 1st and August 16th. There is also no limit to the number of times a consumer can earn this reward during the promotion period.

Jim Dominey, Choice's Director of Marketing Programs, commented "We concentrated on offering a reward this summer that increases the value proposition for consumers. It was a natural fit to do something with gasoline. Gas prices have been in the news so much this year, and we know that this is an important concern for our consumers."

"The program has done very well so far," Dominey continued. "And offering gasoline gift cards at such a wide variety of gasoline stations is an excellent way for us to partner with SVM." SVM is also the issuer and marketer of Choice Hotels gift cards.

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. In addition, SVM offers gift cards from more than 60 of the nation's most popular retail stores, restaurants 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 999 Touhy Ave., Suite 250, Des Plaines, IL. Phone (800) 972-7481 or visit [www.svmcards.com](http://www.svmcards.com).

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