

**Press Contacts:**

Steve Owen, Marketing Specialist, SVM  
(847) 553-9169  
steve.owen@svmcards.com

**Phillips 66 TANK5 Promotion Named Winner in 10th Annual Pay Awards**

**Houston, TX, Jan. 21, 2016** – Paybefore has selected Phillips 66 TANK5 Promotion as a 2016 Pay Awards winner in the Best Incentive/Promotions Program category. For 10 years, Pay Awards has conferred the most prestigious recognition of excellence in the worldwide prepaid, mobile and emerging payments industry. The awards are presented annually by Paybefore, whose publications are the leading source of industry information for payments executives.

“It’s an honor to be recognized by Paybefore in the incentives and promotions category,” said Nellie Betzen, Phillips 66 associate promotions director. “We believe in providing consumers with compelling reasons to fill up at our branded gas stations, and TANK5 does just that. It’s easy to play, and the one in five odds of winning reward loyal consumers instantly with gift card prizes.”

Phillips 66 TANK5 Promotion was selected by an expert judging panel that evaluated nominations from around the world.

“We’ve been recognizing excellence and innovation in payments for 10 years. Once again, we saw nominees from across the globe tackling payments problems with mastery and ingenuity,” says Loraine DeBonis, Paybefore editor-in-chief and chair of the judging panel. “From Silicon Valley startups to established powerhouses, the winners in this year’s competition reflect a dynamic industry with no sign of slowing its pace of expansion and change.

“We’re proud to recognize the contributions of Phillips 66’s, SCA Promotions and SVM, LP to advancing electronic payments.”

TANK5 is a traffic-driving promotion with the purpose of increasing share of visits during the busy summer driving season, as well as driving traffic from the pump into the retail location. The program gets its name from the fact that one in five plays wins and just five tanks of Phillips 66 performance gasoline leads to a cleaner engine.

Phillips 66 TANK5 Promotion now will vie for Best-in-Category distinction, which will be announced during the Pay Awards ceremony on March 21 at the [All Payments Expo](#). Visitors to Paybefore.com will have a chance to [vote on Best in Category](#) through Feb. 29. The outcome of this vote will be aggregated and combined with the judges’ picks to determine Best-in-Category honorees.

**About U.S. Marketing At Phillips 66:** Phillips 66 is a diversified energy manufacturing and logistics company. With a portfolio of Midstream, Chemicals, Refining, and Marketing and Specialties businesses, the company processes, transports, stores and markets fuels and products globally. With more than 7,500 retail fuel sites, its U.S. Marketing business supplies TOP TIER® Detergent Gasolines under the Phillips 66®, 76® and Conoco® brands. The Phillips 66 brand, with its distinctive shield icon, has been serving the needs of the motoring public since 1927. With its iconic ball, the 76 brand provides TOP TIER Detergent Gasolines that are sold at more than 1,900 retail fuel sites on the West Coast. For nearly 100 years, the Conoco brand has been providing high-performance petroleum products to more than 2,400 retail fuel sites. For more information, visit Phillips 66’s U.S. Consumer Brands Webpage at [www.phillips66gas.com](http://www.phillips66gas.com).

**About SCA Promotions:** For 28 years, SCA Promotions has worked with businesses as the leading risk management specialist in Promotion and Sweepstakes Marketing, Event and Sports Promotions, Digital Promotions, and Social Media Promotions. Our experience in assessing and managing promotional risk enables you to embrace creativity and big ideas, safe in the knowledge that should your promotion

exceed expectations, it's SCA Promotions that pays! Learn more about SCA Promotions at [www.scapromotions.com](http://www.scapromotions.com).

**About SVM, LP:** 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 250 of the nation's most popular retail stores, restaurants, service companies and hotels. Learn more about SVM at [www.svmcards.com](http://www.svmcards.com).

**About Paybefore:** *Paybefore is the leading information provider to prepaid, mobile and emerging payments industry professionals, offering the latest news, commentary and analysis. Paybefore's family of media properties includes: Paybefore.com; Pay News; Pay Gov; Pay Week; Pay Op-Ed; Pay Magazine, Pay Awards Magazine and a global payments directory, Pay Connect available online. Visit us at [www.paybefore.com](http://www.paybefore.com).*