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SVM CELEBRATES 20th ANNIVERSARY

Gasoline and Retail Gift Card Industry Leader Marked Milestone

Arlington Heights, IL – April 3, 2017 – April 1, 2017 marks the 20th anniversary for SVM, a leading provider of gift and prepaid cards for the incentive industry. Marshall Reavis founded the company in 1997 with one prepaid card, the Mobil *GO* Card [now the ExxonMobil (NYSE: XOM) Cash Card], which was the first gasoline gift card product in the marketplace. Over the last 20 years, SVM's portfolio has grown to more than 350 of the most popular gift cards offered, including the largest oil companies and internationally recognized retail, restaurant and travel brands.

The experience gained with ExxonMobil's Mobil *GO* Card provided SVM the opportunity to issue gift cards for additional gasoline and retail brands, including Chevron/Texaco, Phillips 66/Conoco/76, Sunoco, the Department of Defense (DeCA) and Choice Hotels. SVM's expertise has also given them exclusive business-to-business access to select brands, such as Dunkin Donuts, The Children's Place, Dairy Queen, LL Bean and Toys R Us, among others. From its beginnings as a humble, two-person operation, SVM has grown into an internationally-recognized industry leader with more than 175 staff in the U.S. and U.K.

SVM has continually evolved from the company's early days as a gasoline gift card provider. Last year, SVM acquired 1to1 Card to further expand the company's product portfolio, adding network prepaid card capabilities, and launched SVMdirect.com, an online buying portal for business-to-business customers. SVM's gift card services now include plastic and digital cards, award codes, bulk and individual fulfillment, customer support, promotions, program management and more.

During a company event to celebrate the anniversary, Reavis thanked SVM's employees, customers and retail brands. "Our people are what differentiates us," he said. "My thanks could not be more heartfelt for the loyalty and dedication of each member of this team and our customers who buy our products and the retailers whom we represent. Thank you for your trust over the last two decades.

The event also featured keynote speaker R. David Hoover, former CEO/Chairman of Ball Corporation, who spoke about the importance of businesses creating a competitive advantage. "SVM's dedicated approach to being the most reliable partner in your industry is the modest, yet important advantage that

has set you apart,” Hoover said. “Continue your focus there while reinforcing your approach with creativity and ingenuity, and success will follow for at least another 20 years.”

Because of SVM’s reputation as a reliable gift card partner, the largest incentive and reward companies in the world trust SVM to keep their customers happy. The loyalty of these customers offers promise for continued future growth.

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About SVM

Founded in 1997, SVM is a global leader in providing innovative gift card solutions for businesses. 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, and prepaid promotional and reward cards. SVM’s products are used by leading incentive, rewards, loyalty and other companies to incent and reward their customers, employees, and prospects. For more information on SVM, please visit www.svmcards.com.