



**IMMEDIATE RELEASE**

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**Gasoline Gift Card Program to Directly Benefit U.S. Armed Forces and U.S. Veterans**

***SVM teams up with Soldiers' Angels to provide "Tank Support" program***

**Chicago, IL – September 30, 2008** – SVM, a leader in the gasoline and retail gift card industry, announced today it is launching a new program with Soldiers' Angels to support U.S. armed forces and veterans.

This innovative program, called Tank Support, provides gasoline gift cards to veterans who have returned to U.S. soil after serving in the armed forces. The Tank Support program was developed as it became clear that these returning veterans need to obtain general health care, as well as medical evaluation, treatment and rehabilitation, but often cannot afford to pay for the gasoline to visit these health care providers. Tank Support puts resources, in the form of gasoline gift cards, directly into the hands of these veterans.

Individuals participate in the program by visiting the website, [www.svmcards.net/tanksupport](http://www.svmcards.net/tanksupport). Participants provide U.S. troops with "tank support" when they purchase gasoline gift cards, which are then directly sent to VA Hospitals across the country. The VA Hospitals distribute the cards to veteran patients. SVM pays for the shipping of the gift cards and also donates \$1 to Soldiers' Angels for each order placed on the program website. SVM's contribution will be provided in the form of gasoline gift cards, again directly benefiting the veterans.

Marshall Reavis, CEO of SVM, is a very strong supporter of our nation's veterans and feels this program will directly support the needs of this special group of individuals. "We know of no better cause than to help those men and women and their families who protect our freedom and way of life," Reavis stated.

"This program with SVM will mean a lot to those who have served in the U.S. Armed Forces," said Twyla Choate, Vice President of Veteran's Support with Soldiers' Angels. "For example, veterans right now need gas in their cars to get to doctor's appointments to ensure they get the checkups and medical care they need - this is a top priority for them when they return home. And with the current price of gas, anything we can do to help in this area makes a big difference. This program benefits our country's veterans right away."

All gasoline gift cards purchased and donated as part of this program go directly to VA Hospitals and into the hands of veterans nationwide. This program will continue indefinitely, and SVM will make a contribution of up to \$10,000 in gasoline gift card value to Soldiers' Angels.

### **About Soldiers' Angels**

A volunteer-led 501(c)(3) non-profit, Soldiers' Angels provides aid and comfort to the men and women of the U.S. military and their families. Comprised of 200,000 volunteer members in over twenty different teams and programs, its activities include letters, care packages, and comfort items for the deployed, and support for their families at home. The organization also provides assistance to the wounded, continuing support for veterans, remembrances and comfort for families of the fallen, and immediate response to unique difficulties. See [www.soldiersangels.org](http://www.soldiersangels.org) for more information.

### **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. 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 100 of the nation's most popular retail stores, restaurants and hotels. SVM supports clients' gift card programs by providing program management (including 3<sup>rd</sup> 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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