SVM, LP Acquires GiftZip.com

SVM continues to expand its eGift card strategy

Chicago, IL – July 2011 – SVM, LP, the global leader in providing innovative gift card solutions for businesses is expanding its digital gift card strategy into the consumer ecommerce market.

GiftZip.com is the leading eGift card website in the affiliate marketing space and serves as a gateway to retailers that offer eGift cards online. The website is easy to use, consumer friendly and offers access to over 280 national and regional brands to allow consumers to efficiently obtain all of their eGift cards via one secure location.

Featured in Entrepreneur Magazine, GiftZip.com was recognized as one of the "10 Hot Startups" in June of 2010. As the multi-billion dollar gift card industry continues to grow, consumers are taking advantage of sending eGift cards to friends and family instantly.

The acquisition of GiftZip.com enhances SVM's distribution of eGift cards while supporting its trusted, fourteen year merchant partnerships with leading Internet and brick and mortar retailers.

"Acquiring GiftZip.com comes at an important time in SVM's domestic and international expansion and helps to support our digital gift card strategy in both the consumer and business markets," stated Jim Leroux, President of SVM.

SVM will expand GiftZip's B2B eGift card business by coupling GiftZip's strong web presence with SVM's B2B eGift retailer relationships and unique eGift delivery capabilities. This will provide Internet retailers and service providers with the ability to quickly and efficiently use eGift cards as a digital reward solution for online loyalty, survey and customer satisfaction programs. The offering will be ideal for business buyers and for retailers in the important Shop.org, direct marketing and consumer promotion communities.

"This acquisition adds to the distribution services and growth SVM delivers to our retail partners in the nascent, and important digital gifting category," stated Andrew Dodge, Vice President of Business Development at SVM.

About SVM

Founded in 1997, SVM is the global leader in providing innovative gift card solutions for businesses. SVM's products are used by leading incentive, rewards, loyalty and other companies to incent and reward their customers and prospects. SVM is the only company that offers gasoline gift cards from every major oil company in America, as well as 150 of the nation's most popular retail stores, restaurants, service companies and hotels. For more information on SVM, our gift cards, eGift cards and reward solutions, call (847) 553-9105 or visit www.svmcards.com.

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