SVM, LP Announces New Hires, Continued Expansion

SVM, LP adds two new professionals to drive growth and expand its offerings in eGift technologies, promotional programs and international opportunities.

Chicago, IL – October 2011 – SVM, LP, the global leader in providing innovative gift card solutions for businesses, announces the hiring of Robert Gadek and Casey Swartz.

Robert Gadek joins SVM as the Vice President of Global Business Planning and Development. In this role, Mr. Gadek will oversee SVM's growth planning, including SVM's expansion in international markets, digital gift cards and other SVM initiatives. "Rob brings a wealth of strategic insight and demonstrated leadership to the SVM team. His experience in helping companies grow through strategic initiatives and partnerships will be invaluable as SVM continues to expand" says Jim Leroux, President of SVM. Prior to joining SVM, Mr. Gadek served as the CFO for Cormark Inc, where he was actively involved with managing Cormark's business in China. Mr. Gadek has also worked at a number of entrepreneurial companies, including several with e-commerce/e-business models. He holds a BS Degree from Indiana University and is a CPA.

Casey Swartz joins SVM as the Human Resources Manager. In this role, Ms. Swartz will develop HR strategies to help direct the growth of SVM's expanding workforce. Ms. Swartz' responsibilities will include talent development for the SVM team as well as recruiting new talent as necessary. "Casey's professionalism and enthusiasm are a great fit with SVM's culture and values. We are lucky to have her on board" said Marshall Reavis, CEO. Ms.Swartz has 15 years of domestic and international Human Resources experience, serving most recently as the Human Resources Manager for Mintel International Group. She holds a BS Degree from the University of Connecticut and earned an MBA from the Keller Graduate School of Management.

About SVM

Founded in 1997, SVM is the global leader in providing innovative gift card solutions for businesses. SVM is headquartered in Des Plaines, Illinois and SVM Europe is located in London, United Kingdom. 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. For more information on SVM Europe, please call 011 44 1709 303115 or visit www.svmcards.co.uk.

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