



PRESS ANNOUNCEMENT

## **Outsite Networks to unveil a “game-changing” innovation for c-store loyalty marketers**

**Norfolk, VA** – Now c-store marketers can incentivize and reward non-loyalty members with many of the same targeted, effective techniques that increase sales from loyalty members. Along with this capability, Outsite Networks has begun to offer c-store loyalty marketers FREE manufacturer-sponsored rewards to further increase loyalty program profitability.

“This is a major advancement for c-store loyalty,” Says Anton Bakker, CEO of Outsite Networks, “Now ALL c-store consumers can be effectively driven to visit more often, buy more with every visit, and buy more higher margin items. And, it will drive even greater levels of membership in loyalty programs.”

Outsite Networks is debuting this technology at NACS and will be offering this capability in two product lines – Turn-Key Loyalty and TOTAL Loyalty. Turn-Key Loyalty is a competitively priced, fully-automated loyalty campaign designed to make loyalty easy for small chains and single store operators. TOTAL Loyalty features advanced targeting capabilities and supports technology that enables expanding loyalty marketing to partnerships within the c-store community. Both product lines will offer FREE loyalty equipment and FREE CPG Manufacturer-Sponsored rewards as part of their solution.

Outsite Networks introduced loyalty marketing to the c-store industry and remains the leading c-store loyalty provider, with over 4.5 million members, 1,500 participating sites from more than 100 convenience retail chains. They are based in Norfolk, VA.

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