



PRESS ANNOUNCEMENT

## **Outsite Networks to debut new technology that turns c-stores into community hubs**

**Norfolk, VA** – Outsite Networks is introducing new technology that gives c-store loyalty marketers the ability to reach beyond their footprint – out into their communities – and build loyalty partnerships with local media, retailers, businesses, charities, churches, fraternal organizations, school clubs and virtually any community organization. The result is a loyalty program where the local community becomes the program’s biggest advocates.

The technology is the Outsite Networks Community Partner TouchPoint, which will be demonstrated at NACS. This unit interfaces with member loyalty tags, recording a member’s visits to a partner’s location or event. That will in turn trigger a partner coupon when the member returns to the c-store. That coupon can contain special offers, freebies, even targeted messaging.

Outsite Networks has also introduced new “Group” targeting that - in addition to enabling a number of advanced loyalty tactics - can support linking loyalty programs with charity fundraising drives.

“This is another major advancement being offered by Outsite Networks at NACS this year,” says Anton Bakker, CEO, “This effectively extends c-store loyalty program across a community of local and regional partners. Together they enjoy the ultimate in audience sharing, and the c-store is the center of it all. Partnering at this level is a powerful way for convenience retailers to lock-up a market and lock-out the competition.”

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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