



## **Outsite Networks & Catalina Marketing Partner to Bring Manufacturer-Sponsored Coupons to the C-Store Industry**

Outsite Networks formalized a partnership with Catalina Marketing at the 2009 NACS Show. We selected Catalina Marketing because of their enormous presence in the grocery market – providing manufacturer sponsored coupons in 25,000 grocery stores nationwide.

Through our partnership with Catalina Marketing, we are now bringing manufacturer-sponsored coupons to the convenience retail market. These coupons serve as a precursor to enabling manufacturers to incentivize consumers with manufacturer-sponsored fuel discounts — both in grocery stores and in convenience stores — and regardless of a consumer’s membership or non-membership in a loyalty program. The Outsite Networks system will enable manufacturers to provide electronic fuel discounts to consumers without patent issues.

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