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## Outsite Networks Tops 4 Million Loyalty Members

**NORFOLK, VA – March 15, 2008** – Outsite Networks, Inc. now boasts over 4,096,000 loyalty members across its network of over 100 different c-store retailers in 1,500 stores.

“Even before these challenging economic times, consumers were flocking to c-store loyalty programs in search of value,” claims Anton Bakker, CEO of Outsite Networks, “With over 4 million members, it speaks volumes about how attractive the value of c-store loyalty has become. Memberships are swelling and retailers in our network are reporting significant growth.”

Anton Bakker founded Outsite Networks in 1998 to develop the industry’s first integrated loyalty system that would interface to any third party POS and fuel dispenser system. Today, Outsite Networks is a leading c-store loyalty solution, supporting many regional and national brands with the media rich In-Touch™ loyalty system.

“I believe it is no longer a question of whether or not loyalty marketing is a good fit for the c-store industry” says Bakker, “That’s being proven every day in our system’s ability to move audiences up in value and across brands. The real question is how close are we to the tipping point and which brands – c-stores and vendors – will be smart enough to benefit?”

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### **About Outsite Networks, Inc.**

Headquartered in Norfolk, VA, Outsite Networks, Inc. is a leader in loyalty marketing technology specifically for the convenience store industry. The company’s In-Touch loyalty marketing system technology is used by over 100 different c-store retailers to operate loyalty programs in over 1,500 sites. The company’s technology allows retailers to offer consumers real-time incentives and 1:1 audio messages at the pump and inside the store based on consumer purchase history, basket and demographics. The technology currently supports over 4 million consumers and has measured over 1 billion transactions, issued over 15 million rewards, and plays over 40 million audio messages to consumers every month. To learn more about Outsite Networks, please visit [www.OutsiteNetworks.com](http://www.OutsiteNetworks.com) or contact Bo Sasnett at 404-474-0328, email at [bsasnett@outsitenetworks.com](mailto:bsasnett@outsitenetworks.com).