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Gilbarco Veeder-Root And Outsite Networks Announce Plans For A Seamlessly Integrated Loyalty Technology Solution

*Solution integrates Gilbarco Veeder-Root Passport POS and
Outsite Networks Loyalty Technology*

GREENSBORO, NC – October 15, 2004 – Gilbarco Veeder-Root and Outsite Networks, Inc. announced plans today to seamlessly integrate the Gilbarco Veeder-Root Passport POS system and Outsite Networks loyalty technology. Outsite Networks is the leader in loyalty technology specifically for the retail petroleum and convenience store industry.

The technology will allow retailers to track consumer's activity and behavior and target real time promotions based on their behavior. The technology has been proven to increase loyalty and lift retailer sales and profits.

"We are committed to integration and solutions that provide high value and new profits for our retailer customers," said Dean Cheramie, vice president, North America Marketing, Gilbarco-Veeder Root. "Integrating Passport with Outsite Networks loyalty technology will greatly enhance a retailer's ability to change customer behavior and compete in today's marketplace.

"Gilbarco's Passport system provides interfacing and data access capabilities that enhance our loyalty solution in ways not available with other POS systems in the market. Outsite Network customers using Passport will benefit from increased consumer targeting, market basket analysis and lower implementation costs," said Anton Bakker, President for Outsite Networks.



The companies plan to jointly promote the announcement at the upcoming NACS tradeshow in Las Vegas, NV. in Gilbarco-Veeder Root booth #4125 and Outsite Networks booth #6101.

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About Outsite Networks, Inc.

Headquartered in Norfolk, VA, Outsite Networks, Inc. is a leader in loyalty and media technology specifically for the retail petroleum, convenience store and quick serve restaurant markets. The company's loyalty system utilizes RFID technology to identify loyalty customers and uses either audio and/or video to target market, promote and cross promote to consumers. The company's system enables retailers to implement and control their own loyalty and/or media programs with powerful internet tools and reporting. To learn more about Outsite Networks, please visit www.OutsiteNetworks.com or contact Bo Sasnett at 404-223-2422, email at bsasnett@outsitenetworks.com.

About Gilbarco Veeder-Root

Gilbarco Veeder-Root is a leading global provider of retail and commercial fuel dispensers, point of sale systems, automatic tank gauges, fuel management services, submersible pumps, site and retail management and environmental compliance. Its integrated systems are designed to reduce cost of ownership, enhance environmental integrity, and improve performance and profitability for petroleum marketers, private and commercial fleets, and high-volume retailers. Business line brands include Gilbarco, Veeder-Root, UstMan, SIR, Red Jacket, and Gasboy. Headquartered in Greensboro, NC, the companies have manufacturing, sales, distribution, and service locations in North and South America, Europe, Asia and the Pacific Rim. (www.gilbarco.com , www.veeder.com, www.gasboy.com)

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