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**Outsite Networks Gives Away \$10,000 to Store Personnel**

***Express Convenience Centers' Store Wins Prize***

**NORFOLK, VA – September 29, 2008** – Outsite Networks, Inc. announced the winner of their \$10,000 Employee Rewards Contest today. The winning store of the \$10,000 prize was Express Convenience Centers® Store #16 in Menasha, WI.

Outsite Networks sponsored the \$10,000 sweepstakes giveaway. Any retailer in Outsite Networks 1,500 stores could participate. Participating retailers stores gained entries into the sweepstakes drawing by achieving certain levels of loyalty participation at their stores. Outsite Networks director of client services, Wim Vanderbijl stated “A key component to any loyalty programs success is the participation of store personnel and management. Our loyalty marketing services are designed to help retailers run successful loyalty programs. This contest provided a great incentive for store personnel and management to increase the participation in their loyalty programs.”



Express Convenience Centers® is a division of U.S. Oil Co., Inc.



They successfully launched their GoFor Rewards® program over one year ago in all 19 Express Stores. Kelly Dewey, sales and marketing manager said, “Outsite Networks gives us the technology, tools and support to operate a great loyalty program for our customers. Our program has been very successful. I am thrilled that one of our stores won the \$10,000. Our people love GoFor rewards and our personnel were so excited to find out they had won the \$10,000.”

GoFor Rewards® has over 60,000 customers registered in their program. Each member on average purchases \$1.30 more per inside store transaction and 2 gallons more per fuel transaction than non-members.

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**About Express Convenience Centers**

Express Convenience Centers<sup>®</sup>, a division of U.S. Oil Co., Inc., is a recognized convenience store leader in the Fox Valley and Green Bay markets. With 19 conveniently located sites, Express caters to the specific needs of their guests with walk-in beer coolers, smoke shops and 24 hour pay-at-the pump services. The newest site on Memorial Dr. in Appleton has an All-Product Drive Thru to help guests on the go! The overwhelming strength of Express is the special attention given to guest service. Over 23,000 guests a day trust us with their convenience needs. We've been serving our guests for over 25 years in the Fox Valley area under the guiding principle, "Not Just In Your Community, But Part Of It<sup>®</sup>".

**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 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 3 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).