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Outsite Networks Announces Membership and Transaction Milestones

3 Million Members and 1 Billion Transactions Prove C-store Loyalty Success

NORFOLK, VA – January 10, 2008 – Outsite Networks, Inc. announced today that it had achieved key milestones for its C-store loyalty program. The company announced that its network of C-store retailers now has over 3 million loyalty members and has captured over 1 billion C-store transactions with item level details. Anton Bakker, CEO stated “Over 1% of the population in the United States is now enrolled in our retailers’ programs. This amount of enrollment and usage is significant and proves the effectiveness of loyalty in the C-store marketplace. We are pleased by the continued growth and success of our retailers’ programs.”

The company has measured over 3 billion gallons of fuel purchases and \$3 billion of store purchases. Outsite Networks’ technology allows for real time tracking of membership enrollment and transactions via the company’s network Dashboard. This real time membership and transaction tracking Dashboard can be viewed at www.outsitenetworks.com/Dashboard/AllTotals2.asp.

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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 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 or contact Bo Sasnett at 404-474-0328, email at bsasnett@outsitenetworks.com.

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Images Below

