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Outsite Networks Hosts Loyalty Users Conference

Event attended by over 50 industry leaders

Norfolk, VA – February 24, 2005 – Outsite Networks hosted a Loyalty Users Conference last week that was attended by over 50 convenience store industry leaders. Outsite Networks is the leader in loyalty technology specifically for the retail petroleum and convenience store industry. The event featured best practice recommendations, retailer idea exchange, results reporting of Outsite Networks database and new product, feature and service initiatives at Outsite Networks.

Retailers making formal presentations at the conference included: Adam Coleman, Red Apple Markets, Ahoskie, NC; Kim Gianakos, SuperStop!, Meridian, MS; Karrie Kahn, Tetco Stores, San Antonio, TX; Brad Christiansen, Red Eagle Oil Company, Cody, WY

According to the report of the company database, "top tier" retailers employing the program found:

- Store monthly visits increased by 3.2 visits per month to a total of 5.1 visits per month
- Store transaction sizes increased by \$2.87 to a total of \$6.90 per transaction
- Fuel monthly visits increased by 2.2 visits per month to a total of 3.5 visits per month
- Fuel transaction sizes increased by 4.9 gallons per transaction to a total of 15.9 gallons per transaction.
- The results of the increases translate into gross profit gains of over \$2,900 per month, per store



Klaus Kokott, Outsite Networks VP, Client Services stated, "Our clients continue to push the envelope with their results and the product development suggestions they're providing. Their loyalty programs are so strong; they've become the core of many clients' overall marketing activities. The number and quality of ideas and success stories is truly inspiring."

Retailers of various sizes shared how they have used the technology to become the core part of their marketing program. Some highlights of the ideas shared at the conference were:

- using double and triple points promotions on traditionally slow business days to significantly increase business on those days. Results were so overwhelming the retailer had to modify inventory deliveries;

- playing vendor promotions on the pump audio units that significantly increased specific vendor item sales;
- employee incentives and performance criteria tied to the loyalty program;
- playing help wanted ads on the pump audio units instead of newspaper advertising.

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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.

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