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Outsite Networks Launches Turnkey Summer Promotions

Loyalty Solutions Provider to Assist Retailers with Summer Promotion Campaign

NORFOLK, VA – July 8, 2005 – Outsite Networks, Inc., the leading provider of retail petroleum and convenience store loyalty systems, has announced the beginning of its nationwide Summer Loyalty Bonanza promotion.

Building on its base of almost 1,000,000 consumer members and a growing number of retailers, this 'turnkey' loyalty sweepstakes promotion is part of an expanding set of loyalty promotion elements and services that retailers can use to counter the effects of 'Big Box' marketers and the highly competitive convenience store market.

The first Summer Loyalty Bonanza promotion offers \$1,000 to a lucky RFID loyalty tag user and \$1,000 to the site conducting the winning transaction. In addition to offering a host of POP materials to help market the sweepstakes reward, Outsite Networks will provide audio messages via its unique pump media/audio system. Audio messages are automatically downloaded to participating retailers' pumps and will promote the sweepstakes once a fueling transaction has begun. Based on RFID recognition, the loyalty media system also provides retailers nearly unlimited opportunities to promote their businesses via audio messaging.

This summer's promotion promises to be the first of many vendor-sponsored sweepstakes, including trips, prizes, cash rewards and merchandise. Klaus Kokott, VP Client Services said "We are pleased to provide our retailers added value by offering the Summer Loyalty Bonanza. As our network expands, our goal will be to continue to provide additional benefit and services for our clients."

About Outsite Networks, Inc.

Headquartered in Norfolk, VA, Outsite Networks, Inc. is a leader in loyalty and media technology and services 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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