

## FOR IMMEDIATE RELEASE

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## Reducing Credit Card Fees

### *Outsite Networks Tackles a Major Industry Issue with Payment Incentives*

**NORFOLK, VA – November 8, 2005** – Outsite Networks, Inc. announced a major new initiative today that will, according to the company, assist retailers in lowering credit card fees.

The Outsite Networks In-Touch loyalty marketing system allows a retailer to offer various incentives for different methods of payment. By offering these incentives such as double points for cash, debit or oil company cards a retailer is able to influence consumers to use those targeted method of payments. This helps retailers in their battle to lower rising credit card fees.



High fuel prices have impacted both credit card fees and usage becoming one of the largest expense items for a convenience retailer. Processing fees have risen by over 60% in the past year (with the price of gas). In addition, larger transaction sizes have increased credit card usage among consumers. The problem has become such a big issue that a group of retailers have recently filed suit against the major credit card interchange companies.

Outsite Networks President and CEO, Anton Bakker stated, “Rising credit card fees continue to have a major impact on retailer profitability. By using our system to give incentives based on method of payments, a retailer can influence consumer behavior and substantially reduce his credit card fee expense.”

Incentives can be changed and promoted in real-time using the company’s In-Touch loyalty marketing system. In-Touch allows a convenience retailer to promote the payment incentives at the pump by using Mp3 audio messages. This real-time capability impacts thousands of consumers that pay at the pump and never come in the store. Also, the system can be used to give incentive to consumers who sign up for oil company cards.

“Our company continues to focus on the big issues in the industry” stated Bakker. With our system a retailer can influence customer loyalty, reduce credit card fees and stop drive offs.”

The company plans to introduce the new feature at the upcoming NACS tradeshow in Las Vegas, NV November 15-18 at Outsite Networks booth #7932.

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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 retail industry. The company's In-Touch loyalty marketing system technology is used by over 50 retailers to operate loyalty programs in over 700 sites. The company's technology allows retailers to offer consumers real-time incentives and 1:1 audio messages at the pump based on consumer purchase history, basket and demographics. The technology currently supports over 1,000,000 program members and has issued over 6,000,000 rewards, and plays over 25,000,000 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 404-223-2422, email at [bsasnett@outsitenetworks.com](mailto:bsasnett@outsitenetworks.com).

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