

## FOR IMMEDIATE RELEASE

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### **Outsite Networks Releases Targeted Audio**

#### ***New Feature Significantly Increases Inside Sales***

**NORFOLK, VA – May 5, 2008** – Outsite Networks, Inc. announced today that it has released a powerful new feature for its In-Touch Loyalty Marketing System. The feature known as Targeted Audio provides the ability to truly market to consumers at the gas pump on a one-to-one basis. Digital audio promotions are played to consumers at the pump based on their previous store purchases. This allows retailers to play audio messages at the pump that are meaningful to consumers. In addition, retailers can schedule their monthly promotions with a targeted audio message. For example, a coffee promotion message will only be played to coffee drinkers triggering impulse purchases and not played to consumers that do not drink coffee.

Anton Bakker, CEO stated “This powerful new feature is truly remarkable. Now marketers have the ability to play promotional messages that are truly meaningful to each consumer individually. With pump prices at record high levels, this feature can trigger impulse sales and drive fuel consumers inside the store.” Recent tests of the feature showed increases of over 40% of coffee, fountain and energy drinks. Bakker continued, “Targeted Audio is also a great opportunity for retailers to work with their vendors and offer the ability to cross-sell and up-sell at the pump. This technology gives new media technology and power to convenience store retailers.”

Outsite Networks is announcing Targeted Audio this week at the NACStech tradeshow (booth # 614) in Grapevine, TX.

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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 marketing programs in over 1,500 sites. The company's technology and services 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 3.3 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).

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Images Below

