

FOR IMMEDIATE RELEASE

CONTACT:

Bo Sasnett, III
Outsite Networks, Inc.
404-223-2422
bsasnett@outsitenetworks.com



Reducing Gas Drive-offs During Record Fuel Prices

Outsite Networks Adds Fuel Theft Prevention Feature to Loyalty System

NORFOLK, VA – May 9, 2005 – Outsite Networks, Inc. announced today the addition of a Fuel Theft Prevention feature to its already successful Dialogue Marketing Loyalty System. The feature solves a growing problem for marketers of the cost and quantity of drive-offs during times of historic high fuel prices.

Outsite Networks President and CEO, Anton Bakker stated, “Clearly with today’s rising fuel prices, fuel theft has become a top issue effecting marketer’s profitability. Adding this new feature to our Dialogue Marketing Loyalty System is a natural evolution of our system with a continued focus on marketer profitability.”

The Outsite Networks system is able to combine both its loyalty and fuel prevention technology by integrating with any make or model POS and fuel dispenser.

For the loyalty application, Outsite’s Dialogue Marketing system communicates with consumers at the pump using MP3 audio technology. Consumers identify themselves at the pump and in the store using an RFID tag to track their purchases and earn rewards.

Loyal consumers present their ID tag at the pump for pre-authorization while non-loyal consumers require pre-payment. Consumers that are paying at the pump are not affected.

Both fuel theft and loyalty applications have recently received coverage with implementations from marketers like QuikTrip who has developed their Pump Start program to deal with gasoline theft and Speedway who has deployed its Speedy Rewards loyalty program.

“With up to 50% of fuel purchases being made by loyalty members, adding the drive off protection feature by using the loyalty tag for pump activation is a natural extension of our system providing true convenience for our loyalty members and solving a rapidly growing problem in the industry” Bakker says.



Rising fuel prices have led to significant increases in losses from drive-offs for marketers. Some have estimated the cost of drive-offs in the industry to be in the hundreds of millions of dollars. In addition, legislation has been passed in some areas that ban postpay of fuel transactions (prepay only).

The company plans to introduce the new feature at the upcoming NACStech tradeshow in Nashville, TN May 16-18 at Outsite Networks booth #508.

#

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.

###