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SUPER STOP! Gives 1 millionth \$1 Reward Coupon

Loyal Customer Wins \$10,000 in Cash

Meridian, MS – September 29, 2006– Continuing its tradition of being the leader in loyalty programs and rewards, Super Stop! recently made a trucker from Lauderdale, MS, very happy with a check for \$10,000.

Kevin Winfield, a Seymore Rewards club member, used his loyalty tag and earned Seymore's millionth "\$1 Off Coupon" on September 8. Just by using his tag and being a part of the program, Winfield took home the \$10,000 prize.

"Our service and our Seymore Rewards program are what set us apart from other convenience stores," said CEO Doug Dewese. "We like to give our customers rewards for using our stores, from free gas and milk to prizes like this one."

To date, Super Stop! has given away more than \$1.5 million in rewards to its loyal customers.

SUPER STOP!'s Seymore Rewards program is powered by Outsite Networks In-Touch Loyalty Marketing System. Bo Sasnett, Outsite Networks VP Sales and Marketing said, "SUPER STOP! continues to use their rewards program as their core marketing program. This marketing focus continues to drive results by providing consumers incentives to change behavior. SuperStop! is able to communicate these incentives real time through our unique marketing system that features targeted audio messaging at the pump."



Seymore Rewards \$10,000!!

Seymore and Super Stop made Kevin Winfield (above) from Lauderdale very happy when he earned Seymore's Millionth \$1 Off Coupon in September. Seymore gives away free gas, milk and more every day! Shouldn't you see a part of the \$1.5 million Seymore has rewarded to date?

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About Deweese Enterprises

Deweese Enterprises is a convenience store chain headquartered in Meridian, MS that operates 43 convenience stores in Mississippi and Alabama. The company operates under the SUPER STOP! brand. For more information about Deweese Enterprises and SUPER STOP! contact Kim Gianakos, Image director at 601-483-8291 or at kim@superstop.net.

About Outsite Networks, Inc.

Headquartered in Norfolk, VA, Outsite Networks, Inc. is a leader in loyalty marketing technology specifically for the retail petroleum, convenience store and quick serve restaurant markets. The company's loyalty marketing system utilizes RFID technology to identify loyalty customers and uses audio to target market, promote and cross promote to consumers. The company's system enables retailers to implement and control their own loyalty marketing programs with powerful Internet tools and reporting. To learn more about Outsite Networks, please visit www.OutsiteNetworks.com or contact Bo Sasnett at 404-808-3236, email at bsasnett@outsitenetworks.com.

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