

## Western Refining Launches Express Rewards

### *Western Chooses Outsite Networks for Loyalty Technology and Services*

**EL PASO, TX – January 19, 2009** – Western Refining announced today that it has launched its Express Rewards program at all of its approximately 160 convenience stores in New Mexico, Arizona and Colorado. The program uses a consumer RFID key tag that can be used at the pump or inside the store to reward loyal customers with gas discounts, store products, gift cards and more. Consumers can earn points and redeem rewards at any of the Western family of brands including Giant, Mustang, Thriftway, Sundial and Western Express.



Consumers can earn double points for paying with cash or debit cards for their fuel purchases. Another unique feature is the FuelPass program that allows consumers who register to scan their key tag at the pump to receive authorization and to avoid having to prepay for cash fuel purchases.



Mike Polo, Director Marketing, Western Refining Retail stated “After having achieved great success with our proprietary “Always something free with a fill-up” program, we realized that we needed a more sophisticated program to move to the next level. After careful evaluation of available loyalty offerings, we found that Outsite Networks was by far the most robust and flexible solution, allowing us to customize a truly unique and value-filled program for our guests.”

Bo Sasnett, Outsite Networks VP Sales and Marketing said “We are pleased that Western Refining has chosen us as their loyalty technology and services partner. Western Refining is a progressive marketer and will be able to use the Express Rewards program as a tool to build a larger base of loyal customers.”



# # #

### **About Western Refining**

Western Refining is an independent refining and marketing company headquartered in El Paso, Texas. It has a refinery in El Paso, two refineries in the Four Corners region of Northern New Mexico and a refinery in Yorktown, Va. Western's asset portfolio also includes refined products terminals in Albuquerque, N.M., and Flagstaff, Ariz., asphalt terminals in Phoenix, Tucson, Albuquerque and El Paso, retail gas stations and convenience stores in Arizona, Colorado and New Mexico, a fleet of crude oil and finished product truck transports, and three wholesale petroleum products distributors—Phoenix Fuel Co., Inc. in Arizona, Empire Oil Company in California and Dial Oil Co. in New Mexico.

### **About Western Refining Retail**

Western Refining Retail owns and operates approximately 160 convenience stores and gas stations located in New Mexico, Arizona, and Colorado. The company markets under its own brands of Giant, Mustang, and Sundial. A number of locations feature the brands of other oil companies and license Western branded fuel to other retail stores.

### **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 programs in over 1,500 sites. The company's technology 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 3.9 million consumers and has measured over 1.3 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).