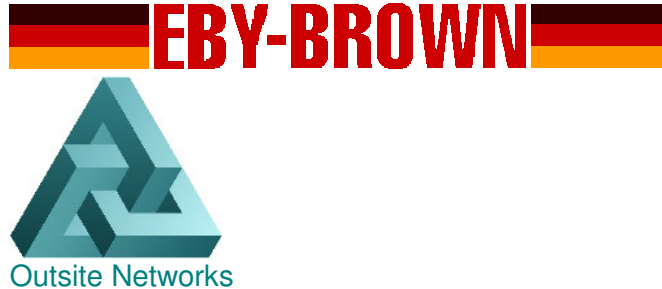


FOR IMMEDIATE RELEASE

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



EBY-BROWN and Outsite Networks Announce Joint Agreement

EBY-BROWN to promote Outsite Networks Loyalty and Media System

Chicago, IL (September 29, 2003) EBY-BROWN Company and Outsite Networks, Inc. announced that they have entered into an agreement for EBY-BROWN to promote Outsite Networks' Loyalty and Media System to their customers. In addition, EBY-BROWN will offer their customers a marketing program with a variety of value added services to support the Outsite Networks' system.

EBY-BROWN co-president, Tom Wake said, "We listen to our retailer partners. They tell us they want a program that identifies their existing loyal customers, creates new loyal customers, and 'drives' gas only shoppers from the pump into the store. By actually letting retailers "talk" directly to each of their customers, Outsite Networks' *Fidelis™* system does all of that and much more."

The system utilizes radio frequency identification (RFID) key-chain tags with audio messages and Internet-based real-time customer data. The system includes an audio speaker at the pump to "recruit" new loyalty customers as they fill up and reminds those with key tags of their point totals or what rewards they have earned. When a new customer starts fueling, the *Fidelis™* system automatically broadcasts a short audio message, explains the advantages and special offers of the loyalty program, and invites that shopper to sign up in the store. The result: A pump that "tells" customers about their loyalty point totals or special "individualized" promos while filling up.

“Our system has proven to be a great tool for the retailer to combat the big box entry in their market said Anton Bakker, president of Outside Networks. “By teaming up with EBY-BROWN, the system unites the power of the entire value chain from vendors, wholesaler, and retailers further enhancing their position to win in this tough market”, says Bakker.

About EBY-BROWN

A privately held company, Eby-Brown, with headquarters in Naperville, Illinois, is one of the largest distributors in the United States, providing consumer goods and other products to retailers in the convenience channel of trade. Small and large retail chains, as well as independent retailers throughout the eastern U.S. have come to depend on Eby-Brown for an array of distribution services, flawless execution, and flexibility in program design. To learn more about Eby-Brown, please visit www.eby-brown.com or contact Ron Coppel at 630-778-2800 x287, email at ron.coppel@eby-brown.com.

About Outside Networks, Inc.

Headquartered in Norfolk, VA, Outside 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 Outside Networks, please visit www.OutsideNetworks.com or contact Bo Sasnett at 404-223-2422, email at bsasnett@outsitenetworks.com .

