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## **Outsite Networks Adds Key Personnel**

### *Loyalty and Media Company Continues Growth*

ATLANTA, GA (September 18, 2003) • Outsite Networks, Inc. announced today the addition of two key personnel appointments in their sales and marketing teams.

Fred Morgenthaler has joined the company as a Regional Sales Manager. Based in Chicago, IL, Morgenthaler is a veteran of the retail petroleum industry holding positions with Mobil Oil, Gilbarco, Sears Payment Systems (SPS) and most recently as Major Account Manager with Dresser Wayne.

The company also announced the appointment of Barbara Barell to the position of Marketing Services Manager. Barell has many years experience in the creative advertising business and also operated her own creative advertising agency.

Bo Sasnett, Outsite Networks Vice President Sales and Marketing stated “We are pleased to be able to add such experienced and high quality individuals as Fred and Barbara to our growing team. Fred has years of experience in this industry and will help us grow our client base and sales team. Barbara has creative and account management experience that will assist us in working closely with our clients to provide value added services and to insure client program success.”

### **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.

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