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Outsite Networks Announces Customers and Results

Media and Loyalty System Results in Significant Increases to the Bottom line

NORFOLK, VA (July 15, 2003) • Outsite Networks announced today that with over one year of data and over 50,000 transactions per day, retailers are gaining from \$1,000 to \$3,000 per month per store in new gross dollars based on the Outsite Loyalty Media System.

The System consistently shows increased frequency of fuel and store purchases, increased fuel and store transactions and the ability to take “fuel only” customers and lead them into the convenience stores.

All of the existing customers who completed their pilots are in various stages of chain-wide rollouts of Outsite’s Fidelis Loyalty Media System. Customers include: Arguindegui Pump & Shop, Champlain Oil, Coles Energy/Mickey Mart, Fuel Mate, Hammer-Williams (Jiffy Trip and Jack’s General), Mac’s Convenience Stores, Market Café, Mid-State Petroleum, Pit Stop Convenience Stores, South Pacific Petroleum, Speedy’s, and Supreme Petroleum.

“It all starts at the pump” states CEO Anton Bakker. “Eighty percent of your fuel customers are just that - fuel customers. You need the loyalty incentives and media tools to drive the fuel only customer back into the c-store”, says Bakker.

The Fidelis System integrates with all existing point-of-sale and fuel dispensers to electronically track store and fuel transactions linking them to consumers who are equipped with an RFID keychain that reward them as messages are played at the pump for each consumer. Rewards and point status coupons are printed in the store based on each customer's loyalty and transaction history. Retail operators are able to manage their own media and loyalty campaigns through an online real-time website.

“Being able to track the impact of the media and loyalty system and linking this to individual consumer behavior for cross and up-selling has also caught the attention of many vendors” says Bakker. Vendors are sponsoring the loyalty and media initiatives as seen on South Pacific Petroleum's website: www.sppcorp.com.

Outsite Networks plans to report statistical loyalty behavior database findings to the industry in August, 2003.

About Outsite Networks, Inc.

Headquartered in Norfolk, Virginia, 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. For information go to Outsite's website: www.OutsiteNetworks.com or call Bo Sasnett at 404-223-2422.

