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## **Red Apple Markets Rolls With Outside Networks**

### *Chain Deploys RFID Driven Consumer Rewards Program*

AHOSKIE, NC (April 15, 2004) — Red Apple Markets, Inc. announced today that it has installed Outside Networks Fidelis Loyalty and Media System to power an exciting new reward program for its customers.

The addition of the new Red Apple REWARDS program provides consumers with rewards of product, prizes and discounts for making purchases at many Red Apple Markets locations. Customers are provided an attractive RFID key tag that is used by the consumer each time they purchase gas at the pump or buy items inside the store. The system automatically records the purchases and provides the consumers with rewards based on customizable purchase criteria. Red Apple simply gives the easy to use tag to the customer, and they can earn a free reward and points at every visit and with more points, the customer gets REWARDS – all free of charge.

“This technology completely automates our loyalty program” said Red Apple Market Vice President and Chief Operating Officer Adam Coleman. “In addition, it adds tremendous value to the Red Apple customers visit. Each consumer gets credit for their

purchases without any intervention from a cashier. In addition, the system allows us to offer exciting rewards to our consumers, communicate the program to them through the ground breaking audio speaker that broadcasts customized messages at the pump and to give them real value for their visit” said Coleman. “Moving forward, we will be introducing exciting marketing options such as double points days, and even linking the REWARDS program to our residential home heat business; Eastern Fuels” he added. “Naturally, we are very excited about the flexibility offered by the whole program”.

Bo Sasnett, Vice President Sales and Marketing of Outsite Networks said “We are pleased to power the Red Apple Rewards program. By utilizing our Fidelis system, Red Apple has a powerful tool that differentiates itself from other retailers and will help the company continue to thrive in the constantly challenging convenience store business climate.”

### **About Red Apple Markets**

Red Apple Markets is a convenience store chain with 42 locations serving eastern North Carolina and southern Virginia. The chain is known for its variety of fresh foods, quality fuels, and commitment to customer service. The company web site is:

[www.redapplemarket.com](http://www.redapplemarket.com).

### **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. To learn more about Outsite Networks, please visit [www.OutsiteNetworks.com](http://www.OutsiteNetworks.com) or contact Bo Sasnett at 404-223-2422, email at [bsasnett@outsitenetworks.com](mailto:bsasnett@outsitenetworks.com) .



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