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Sasnett Joins Outsite Networks

Industry Veteran is Appointed Vice President, Sales and Marketing

NORFOLK, VA (June 2, 2003) • Outsite Networks, Inc. a leading loyalty and media technology company, announced today the appointment of Bolling H. “Bo” Sasnett, III to the position of Vice President of Sales and Marketing. Sasnett, a veteran of almost 20 years in the retail petroleum and convenience store industry, most recently served as National Sales Director for dispenser manufacturer Dresser Wayne. Sasnett will be responsible for leading the development and growth of the company’s sales teams, reseller networks and multiple channels to market.

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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