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Outsite Networks Launches www.thevendorlink.com Web Site

New Web Site to Link Vendors and Advertisers with Loyalty Program Retailers

NORFOLK, VA – April 24, 2007 – Outsite Networks, Inc. announced the launch of a new web site designed to link vendors and advertisers to retailers that utilize Outsite Networks In-Touch loyalty marketing system. The VendorLink web site offers vendors and advertisers the opportunity to enter automated sealed bids to advertise at gas stations/convenience stores by using digital MP3 audio files played at the pump and branding consumer RFID key tags nationwide or on a market by market basis.



Anton Bakker, CEO stated “Currently, our network plays over 40 million digital audio messages every month to consumers at the pump and inside the convenience store. VendorLink is a great tool that allows advertisers the opportunity to economically reach over 20 million consumers every month at or near the point of purchase and to influence their behavior”



The system’s ability to target consumers based on behaviors, time of day, fueling status and other criteria give advertisers an unprecedented 1:1 digital marketing opportunity with consumers. www.thevendorlink.com also provides advertisers with impression tracking and reporting.

Bakker added, “VendorLink shows examples of hundreds of c-store vendors and advertisers that already take advantage of this system to promote their products and

support retailer's loyalty programs. Vendors and advertisers create an account to secure their C-store media space at the point of purchase. Additionally, VendorLink is a new avenue to support our clients in facilitating vendor support for promotions and rewards building consumer C-store loyalty for both the retailers and their vendors."

www.thevendorlink.com is being launched in conjunction with the upcoming NACStech expo in Nashville, TN April 30-May 2.

"Coca-Cola" is a registered trademark of The Coca-Cola Company.

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About Outsite Networks, Inc.

Headquartered in Norfolk, VA, Outsite Networks, Inc. is a leader in loyalty marketing technology specifically for the convenience retail industry. The company's In-Touch loyalty marketing system technology is used by over 75 retailers to operate loyalty programs in over 1,500 sites with 15,000 audio TouchPoints. The company's technology allows retailers to offer consumers real-time incentives and 1:1 digital audio messages at the pump and inside the store based on consumer purchase history, basket and demographics. The technology currently supports over 2 million loyalty consumers and has measured over 600 million transactions, issued over 15 million rewards, and plays over 40 million audio messages to 20 million consumers every month. To learn more about Outsite Networks, please visit www.OutsiteNetworks.com and www.thevendorlink.com or contact Bo Sasnett at 404-474-0328, email at bsasnett@outsitenetworks.com.

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