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Winners Stores Introduces “Winners Best Rewards”

Convenience Retailer Introduces Customer Rewards Program in Albuquerque, NM Stores

ALBUQUERQUE, NM (June 3, 2004) — Winners Convenience Stores announced an exciting new program to reward its loyal customers. The program named “Winners Best Rewards” allows consumers to earn points each time they purchase fuel or store merchandise. Each time a point level is reached the consumer “wins” rewards such as free drinks, candy, food, phone cards, milk, car washes, tickets, and even \$100 in gift cards.

The company’s program is powered by Outsite Networks Fidelis Loyalty System technology. The technology facilitates a powerful and flexible rewards program that is easy for consumers to use and enjoy the benefits of the program.

“We continually strive to give more to our customers” stated Jerry Sutton Vice President of Retail Operations for Winners. “If it’s new and a benefit to our customers, we want it first. We feel it is important to reward our loyal customers. Our goal is to make them a “winner” when they shop at Winners”.

Consumers enroll in the program on site and receive a Winner’s Best Rewards key tag. The consumer uses the key tag each time they purchase fuel at the pump or merchandise

in the store. The technology records purchases and advises the consumer when they have earned rewards. Consumers use their key tag to print reward coupons that are redeemed in the store. There is no cost to become a member, just lots of “free stuff” for the members.

Bo Sasnett Vice president of Sales and Marketing for Outsite Networks said, “We are pleased to provide our technology to power Winners program. Winners is a leader in the Albuquerque, NM market in supplying top notch facilities and products to its customers. Our program will help Winners continue to stay on top in their market and deliver a superior rewards program to their customers.”

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 or contact Bo Sasnett at 404-223-2422, email at bsasnett@outsitenetworks.com .



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