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Express Convenience Centers' Store Wins Outside Prize

Loyalty provider gives away \$10,000 to store personnel

MENASHA, Wis. – Loyalty technology provider Outside Networks Inc. has announced the winner of its \$10,000 Employee Rewards Contest. The winning store of the \$10,000 prize was Express Convenience Centers Store No. 16 in Menasha, Wis. Express Convenience Centers is a division of U.S. Oil Co. Inc. It successfully launched its GoFor Rewards program over one year ago in all 19 Express Stores.

Any retailer in Outside Networks 1,500 stores could participate. Participating retailers stores gained entries into the sweepstakes drawing by achieving certain levels of loyalty participation at their stores.

Outside Networks director of client services, Wim Vanderbijl, said, "A key component to any loyalty programs success is the participation of store personnel and management. Our loyalty marketing services are designed to help retailers run successful loyalty programs. This contest provided a great incentive for store personnel and management to increase the participation in their loyalty programs."



Kelly Dewey, sales and marketing manager for Express Convenience Centers, said, "Outside Networks gives us the technology, tools and support to operate a great loyalty program for our customers. Our program has been very successful. I am thrilled that one of our stores won the \$10,000. Our people love GoFor rewards and our personnel were so excited to find out they had won the \$10,000."

GoFor Rewards has more than 60,000 customers registered in their program. Each member on average purchases \$1.30 more per inside store transaction and two gallons more per fuel transaction than

nonmembers.

Combined Locks, Wis.-based Express Convenience Centers, a division of U.S. Oil Co., Inc., is a major c-store player in the Fox Valley and Green Bay markets. With 19 sites, it offers walk-in beer coolers, smoke shops and 24-hour pay-at-the pump services. The newest site in Appleton has an All-Product Drive Thru.

Headquartered in Norfolk, Va., Outside Networks offers loyalty marketing technology specifically for the c-store industry. The company's In-Touch loyalty marketing system technology is used by more than 100 retailers to operate loyalty programs in more than 1,500 sites. The company's technology allows retailers to offer consumers real-time incentives and 1:1 audio messages at the pump and inside the store based on consumer purchase history, basket and demographics. The technology currently supports more than three million consumers and has measured more than one billion transactions, issued more than 15 million rewards and plays more than 40 million audio messages to consumers every month.