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U.S. Oil Co. and Outsite Networks Announce GoFor Rewards Program

Express Convenience Centers' Program Sees Increase in Fuel and Store Sales

COMBINED LOCKS, WI – February 21, 2008 – U.S. Oil Co. Inc. and Outsite Networks, Inc. jointly announced today the successful implementation of GoFor Rewards™ in U.S. Oil Co., Inc® Express Convenience Centers® chain.

Jerry Smith, General Manager of Express Convenience Centers stated “We are thrilled with the results of GoFor Rewards. During this difficult business climate we have seen our fuel volumes and inside sales each increase over 6%. It truly is a testimony to the success of our program as we are operating in a flat or declining market.” GoFor Rewards is a unique guest loyalty program that offers consumers rewards based on their loyalty to the Express Convenience Centers® chain. Kelly Dewey, Loyalty Program Leader for Express stated “We already have over 45,000 guests enrolled in our program. The average loyal guest spends \$1.02 more per store transaction and 1.90 gallons per fuel transaction than the average non-loyal consumer.”



GoFor Rewards is a full featured and automated loyalty rewards program. The program offers daily, monthly, clubs, random and sweepstakes (sport boat, gas for a year, hotel stays, mini choppers) rewards. In addition, the program offers Rolling Rewards: a unique feature that allows guests to accumulate points annually towards rewards of greater value. Dewey stated, “Outsite Networks has provided us with a system and support that allows us to offer unique rewards and incentives to our guests and to also communicate those incentives using their digital audio system at the pumps. This system allows us to differentiate ourselves from our competition and grow our business. Also, our vendor partners have truly valued the results of the program and the use of the audio to promote their products to consumer/guests at the pump.”



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About Express Convenience Centers

Express Convenience Centers, a division of U.S. Oil Co., Inc., is a recognized convenience store leader in the Fox Valley and Green Bay markets. With 19 conveniently located sites, Express caters to the specific needs of their guests with walk-in beer

coolers, smoke shops and 24 hour pay-at-the pump services. The newest site on Memorial Dr. in Appleton has an All-Product Drive Thru to help guests on the go! The overwhelming strength of Express is the special attention given to guest service. Over 23,000 guests a day trust us with their convenience needs. We've been serving our guests for over 25 years in the Fox Valley area under the guiding principle, "Not Just In Your Community, But Part Of It®."

About Outsite Networks, Inc.

Headquartered in Norfolk, VA, Outsite Networks, Inc. is a leader in loyalty marketing technology specifically for the convenience store industry. The company's In-Touch loyalty marketing system technology is used by over 100 retailers to operate loyalty programs in over 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 over 3 million consumers and has measured over 1 billion transactions, issued over 15 million rewards, and plays over 40 million audio messages to consumers every month. To learn more about Outsite Networks, please visit www.OutsiteNetworks.com or contact Bo Sasnett at 404-474-0328, email at bsasnett@outsitenetworks.com.