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GASBUDDY OPENSTORE AND PDI FORM STRATEGIC ALLIANCE TO SERVE CONVENIENCE INDUSTRY

Plan to combine technologies to the mutual benefit of their customers

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Houston, Texas – GasBuddy OpenStore Inc. and PDI have entered into a joint marketing and development agreement to give convenience retailers the ability to collect data once and use it in a variety of ways in both companies' systems.

With this collaboration, joint customers will be able to analyze and report using PDI systems and execute promotional activity via social networks using GasBuddy OpenStore™ systems. Once a promotion is executed, the data then can be collected in and reported by PDI systems to be analyzed for promotional effectiveness.

“The framework will allow convenience retailers to have much higher visibility into the behavior of their customers and their stores,” said Earl Milam, PDI’s vice president of product development. In one scenario, a store manager sends a coupon to customers who have iPhones™, using OpenStore systems telling them about a special offer on a fuel/soda cross-promotion – held when fuel transactions are coming in below moving averages.

“The core idea of our joint effort is that by combining business intelligence and data mining with digital media and marketing solutions for convenience stores, our customers will be able to tap into the new world of social network marketing,” said Jason Toews, co-CEO of GasBuddy OpenStore.

GasBuddy OpenStore Inc., headquartered in Houston, Texas, recently introduced its OpenStore™ Social Network Marketing Platform, which is designed to boost in-store sales of merchandise and food through targeted electronic promotions. “With OpenStore, we can offer clients access to a segment of our database of 64 million unique users,” said Dustin Coupal, co-CEO of GasBuddy OpenStore. “For companies that already are pushing out promotions via the Internet, we can significantly increase their reach, brand visibility, traffic in stores and, ultimately, sales.”

The first major client of OpenStore is Rutter’s Farm Stores based in York, Pa. Other GasBuddy affiliates are best known for operating more than 200 regional Web sites in the United States and Canada that gather gas prices through a network of volunteer gas-price spotters in each area.

Both companies will be exhibitors Oct. 21-23 at the 2009 NACS Show in Las Vegas. Sponsored by the National Association of Convenience Stores, the trade show draws more than 21,000 attendees and 1,200 exhibiting companies.

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