



For Immediate Release

Excentus Introduces Reward Link™ for Verifone To Enable Fuel Cross-Marketing Programs

The new application facilitates the integration between grocery stores and nearby fuel outlets to offer consumers discounts on the high cost of gasoline

IRVING, Texas, September 29, 2006 – Excentus Corp, the leader in fuel site marketing programs, technology and integration services, has announced the availability of Reward Link for Verifone, a new application to enable cross-marketing programs between grocery stores and fuel outlets.

The solution allows grocers to use Verifone's Ruby SuperSystem® in their convenience stores and fuel sites or to partner with convenience stores and gas stations that use Verifone's Ruby SuperSystem® with Sapphire to give consumers discounts on gasoline for making purchases in the supermarket. Reward Link has been certified by Verifone to integrate and automate retail and fuel operations using the Verifone Loyalty Protocol (VLP).

With Reward Link for Verifone, fuel site operators can use the standard features of their Verifone POS system to link to grocers equipped with the Excentus Reward Marketing Engine.

Dickson Perry, founder and CEO of Excentus, said, "We are pleased to be the first to deliver this solution to the market with our partners Sunoco and Verifone. Based on customer need and input, this is truly a winning solution for everyone. It is especially gratifying to be a part of providing big savings on gasoline to the American consumer."

Reward Link *for Verifone* automates the redemption of gas discounts, incorporating the transactions seamlessly into point-of-sale operations. At the gas station, Reward Link for Verifone creates an information gateway from the operator's existing POS system to the loyalty host. The Reward Marketing Engine in turn provides a rich suite of accounting and reconciliation tools that allow retailers to seamlessly manage cross marketing partnerships that produce incremental traffic and sales for all parties involved.

Brandon Logsdon, Executive Vice President of Excentus, formerly CCISTech, Inc., said, "We are pleased to enhance fuel cross-marketing which is gaining national attention for being at the forefront of the movement to provide consumers relief from the constantly rising price of gasoline."

About Excentus:

Excentus Corporation is the leader in delivering innovative fuel site marketing programs, technology and integration services. Headquartered in Irving, Texas, Excentus Corporation was founded in 1996 as *CCISTech*. It is a privately held company with over 75 customers in the U.S. and Canada. For more information, contact Brian Jefferson at (972) 793-6763, or visit www.excentus.com.

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