

NEWS RELEASE

The Convenience Network launches proximity-to-mobile technology in Golden Pantry Convenience Stores

Knoxville, TN – February 17, 2015 - The Convenience Network (TCN), owned and operated by The Convenience Network, Inc., Knoxville TN, one of the Nation's leading digital sign network providers to the convenience store industry, has moved forward with their strategic partnership with Engage Mobile Media Solutions, LLC (Engage), the advertising sales arm of Graphic Media, Inc. (Graphic Media). Under this partnership, both companies have agreed to market a complete digital signage and mobile advertising solution in the convenience store channel, utilizing iSIGN's patented technology and hardware.

The launch of this partnership included installations into the Golden Pantry Convenience Stores (Golden Pantry), a 38-location network located in the greater Atlanta, Georgia area. Installations began in late January, and were ready for a February launch for contracted advertisers. National brands including Mars, Kelloggs, and Swisher Sweets are among the advertisers taking part in this digital expansion for TCN.

“Until now TCN has displayed contracted advertisements, weather, news and sports on digital screens with the purpose of helping store chains promote the sale of products to customers inside the store,” said Steve Newman, President and CEO of TCN. “The effort has been successful, and we are pleased to expand our services to best serve our convenience store clients. We can now deliver point-of-sale advertising to customers at the pumps as well as to the mobile devices of customers as far as 100 meters outside of the storefront, generating interest in our advertisers’ products, driving footfall into the stores, and ultimately increasing sales.”

Newman reports that the initial response to the addition of proximity-to-mobile advertising has been positive. “We expected a positive reaction, but did not quite expect to see such an extraordinary opt-in or acceptance rate by customers,” says Newman, who goes on to explain that over 50% of the people who respond to the “push” request respond favorably and request to receive the advertisers’ messaging.

The iSign Smart Antenna is an interactive proximity-to-mobile marketing technology that enables brands to deliver targeted messaging, offers and loyalty perks to consumer mobile devices on location and in real-time. The Smart Antenna delivers relevant, timely messages on an opt-in basis at no charge to consumers, transmitting rich media to consumer mobile devices via trusted, mature Bluetooth® and WiFi technologies without the restrictions associated with apps or beacons. Proven to increase brand engagement and customer loyalty, iSIGN generates preference-based, predictive “clean data” without compromising consumer privacy.

“This strategic partnership is an important expansion of the NMN,” said Mr. Ron Leman, Engage’s Chief Executive Officer and President. “The forward-thinking and hands-on approach of the Golden Pantry management team helped make the expansion into the Golden Pantry stores a very smooth transition and we expect continued success with their team.”

About Engage

Engage Mobile Media, partnered with Graphic Media, Inc. is a leading provider of interactive mobile advertising solutions with the aim of becoming the world standard for mobile messaging and data capture. As the exclusive marketing company of the National Mobile Network, Engage's mission is to build the largest proximity to mobile network in North America. This Network promotes proximity based consumer engagement and the attainment of actionable data, providing marketers with an advanced mobile solution to increase both sales and business intelligence. For more information on Engage and the National Mobile Network contact Rick Doyle at 317-450-6892 or email him at rick.doyle@engagemobilemedia.com.

About The National Convenience Network

The Convenience Network is a place-based digital media company with high definition video screens and social interactive marketing opportunities that engage millions of consumers inside high volume convenience stores, travel centers, and other retail locations. The network connects relevant clients with targeted consumers with great frequency at captive in-market locations where customers can't change channels, skip ads, or avoid interaction. The Convenience Network reaches and engages more consumers, more often than status-quo traditional media, and reaches them at priority times and locations while potential customers are in the marketplace, in the spending mindset, and making purchasing decisions. For more information on The Convenience Network contact Steve Newman at 865-924-7703 or email him at snewman@tcnetwork.tv.