



## **News Article from October 24, 2003 Daily News**

### **Boosting In-Store Sales**

SCHAUMBURG, IL -- PromoWorks, LLC, a developer and provider of in-store and out-of-store marketing programs, has launched C-StoreWorks, a national convenience store program. C-StoreWorks impacts gas-and-go consumers with an immediate take-one incentive at the pump that drives impulse in-store purchases.

A recent study conducted by an independent research firm, concluded that the C-StoreWorks program increased product sales by an average of 97 percent in all categories studied and achieved 100 percent compliance at all test sites.

"At the request of major manufacturers, PromoWorks needed to prove the impact of this unique program. So earlier this year we invested in a series of six-week matched-panel studies in the categories of candy, beverage, ice cream and tobacco. The results were astounding," said John Gabbey, vice president, convenience store business development for PromoWorks. "The power of this program is in our continually growing retail network. C-StoreWorks gives brands promotional access to the fuel pumps at over 11,000 convenience store locations throughout the country and puts their promotional incentives right in the hands of millions of fuel customers."

Mike Balogh, CEO of PromoWorks stated, "Our new C-StoreWorks program is a win-win for the brand and the retailer. This program is a way for brands to enhance their relationships with convenience store retailers while significantly increasing sales and building on-the-go-consumer loyalty through the convenience store channel."