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Contact: Angela Belanger, Marketing Coordinator, Harvard, MA
(978)-391-8025

abelanger@digitalpromonetwork.com

Rockford, IL Road Ranger goes digital with in-store advertising

Signs agreement to place flat screen LCD monitors in stores to support company promotions and build private brand awareness for food service and loyalty programs.

HARVARD, MA -- Digital Promo Network (DPN) has announced the signing of a contract with Road Ranger Stores LLC Rockford, IL. DPN will install its turnkey in-store digital ad network that provides retailers with the highest quality content and price coordinated promotions, all ads are just point and click and can be updated in real time.

"We are excited to partner with a leading Midwest c-store operator who is capitalizing on the explosive growth in digital advertising to increase in-store sales, build their brand awareness, and reduce perceived consumer transaction wait times" said Bill Bedortha, Vice President of Sales for DPN, a c-store sales industry executive veteran.

Doug Parker, Senior Director of Marketing for Road Ranger commented, "We are convinced that digital in-store ads are the best way to capture our customer's attention, and build our brand as well as increase sales across the board".

About Road Ranger:

Headquartered in Rockford, Road Ranger is a leading Midwest retailer with annual revenues of approximately \$850 million. All stores operate under the Road Ranger banner and are located in Illinois, Iowa, Indiana, Kentucky, Missouri, Ohio and Wisconsin. Road Ranger stores offer a broad selection of merchandise, its own brand of gasoline and other ancillary services designed to appeal to the convenience needs of its customers.

About DPN:

Harvard, MA based DPN is a privately owned and operated digital signage network operator structured to provide full service turnkey in-store advertising content, delivery, and programs to the convenience store industry