

The logo for BevTrac, featuring the brand name in a bold, green, sans-serif font.

Spring-Feed Shelf Management Systems
for Cold Vaults, Free Standing Coolers & Ambient Shelves

www.bevtrac.com

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FOR IMMEDIATE RELEASE

**Sapp Bros Increases Convenience Store/Travel Center Beverage Sales
by 12 Percent With RTC's BevTrac® System**

ROLLING MEADOWS, Ill., (Oct. 2, 2008)—RTC, a global shopper marketing company with an emphasis on retail activation, today announced that Sapp Bros Travel Center has increased sales in its Salt Lake City location's entire beverage category by 12 percent since implementing the BevTrac® shelf management system. Additionally, RTC will be showcasing the BevTrac® shelf management system at NACS Show in Chicago, October 4-7, booth # 7115.

Sapp Bros deployed the beverage industry's only environmentally-friendly shelf management system earlier this year to better merchandise coolers in the travel center, which serves truckers and travelers 24 hours a day, seven days a week. Key to implementation was BevTrac's ability to keep beverages front facing and provide a clean, uniform look across the entire beverage category, thus helping customers quickly and easily make purchasing decisions.

Additionally, use of BevTrac has decreased facing time by more than 1 hour a day at the store level, according to Aubrey Avalos, store manager, Sapp Bros, Salt Lake City.

"BevTrac's glide system ensures beverages are always front facing, allowing our employees to focus their efforts on other functions," said Avalos. "Additionally, the clear track enables customers to easily see what beverages are available for purchase, making the entire category extremely shoppable for consumers and increasing our sales."

During the first six months of 2008, customers that have tested the BevTrac equipment in both C-store and grocery applications, have reported sales lifts of up to 10 percent. BevTrac features a patented spring-action glide system that keeps product forward and front facing. By using BevTrac in cold vaults, chillers and free-standing coolers, beverage manufacturers and

- more -

Sapp Bros Using BevTrac in Cold Vaults/Add One

retailers can optimize space and ensure that shoppers can reach the beverage of their choice. The BevTrac system is made from reprocessed material, helping retailers support environmental initiatives. Additionally, BevTrac's four-year warranty eliminates the need for frequent repurchase of glides, reducing cost and decreasing the amount of waste sent to landfills.

About Sapp Bros

Sapp Bros Travel Centers was started by the four Sapp brothers in Omaha, Nebraska at the junction of I-80 and Highway 50 in 1971. Sapp Bros Truck Stops, Inc. was incorporated in October of 1988. Prior to being incorporated, the travel centers were each separate corporations under the central leadership of W. D. Sapp. Sapp Bros Travel Centers, Inc. has grown into a chain of sixteen travel centers covering an eight state region. For more information, visit: www.sappbrostruckstops.com/.

About RTC

Established more than 50 years ago, RTC is a global shopper marketing organization with the capability to help brand companies and retailers profitably activate their retail presence in the United States, Europe and Latin American. Headquartered in suburban Chicago, the company provides a comprehensive range of services and products to ensure retail activation: Retail Planning and Design, Manufacturing, Program Management, Global Logistics, Retail Technology and Store Ready Solutions. The RTC line of store ready, shelf management solutions offers intelligent, tested solutions and provides answers to a wide variety of common, in-store needs. Requiring no retooling costs, solutions are adapted to the store or brand to ensure speed-to-market. For more information, visit www.bevtrac.com or www.rtc.com.

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