

PAYMEDIA CUSTOMER CONSOLE—

A web-based resource where you can easily create professional-looking ads, and schedule them on the fly, view programming across your entire store network, and dynamically monitor system performance.

The PAYMEDIA for Secure PumpPAY Customer Console provides a comprehensive set of administrative tools and image libraries in an easy to access, online web-based portal. This dynamic platform provides PAYMEDIA customers with a unique and innovative way to run reports on PAYMEDIA advertising, contains advertising creation tools, features an advertising day-part scheduling tool and complete system monitoring.

- Create, manage, and track promotions across all of your stores
- Target content by day-part, site location or unique site characteristics
- Drive in-store purchases with compelling and timely video advertisements
- Build your own promotions with easy-to-use media management tools and image libraries
- Schedule campaigns in advance to maximize coverage and customer response, or on the fly to respond to time constraints

HIGH-IMPACT CUSTOMER DASHBOARD

- Allows complete insight into network uptime and performance
- Preview media campaigns playing at any given store
- Monitor updates and approve campaigns created by store employees (at a local, regional, national level) for complete accountability
- Overview of entire network of stations, including active sites, inactive sites, and recently installed and online
- Overview of promotions created and scheduled by site, highlighting most recent promotions
- Real-time alerts for up to the minute performance indicators

EASILY MANAGE YOUR SITE OR PORTFOLIO OF STORES

- Group and manage stations/sites in clusters based on branding, geographic distribution or offerings (i.e. all sites with car wash)
- Site attribute drop down list is included to easily complete the site profile for each of your stores. Assign and update site attributes that define the demographics of a given site (i.e. near a school, office park, industrial zone, interstate)
- Manage campaigns more effectively by leveraging site attribute data to specifically targeted promotions

ACCOUNT MANAGEMENT

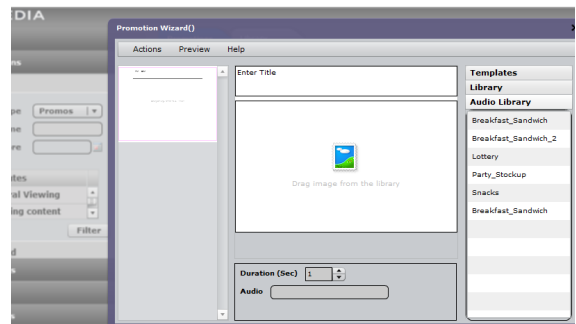
- Customer defined user roles and access privileges enable store owners to manage access and configuration capabilities across your portfolio of stores.
- Define oversight according to account and company hierarchy
- Roles defined for both marketing and administrative functions, such as promotion creation, campaign scheduling, campaign approval, site performance, store configuration, and much more.



Dashboard: Dashboard reports provide monitoring and stats across your network of sites

PROMOTION CREATION IMAGE AND AUDIO LIBRARY FOR A PROFESSIONAL LOOK

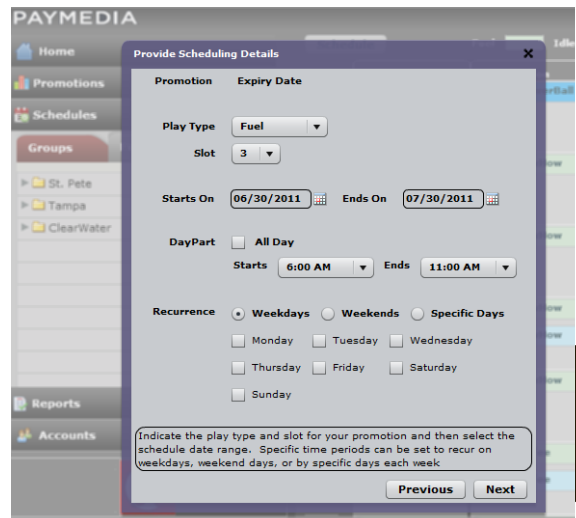
- Easy to use promotion creation tool (Promo Builder) complete with background templates and hundreds of images to use
- Text Editor easily adds text into promotion images for that professional look
- Image library easily partitioned into company-approved image options to help marketer or dealer-owned sites meet corporate branding guidelines
- Import your existing company graphic or video campaigns, saving both time and money, and ensuring consistency with other media outlets
- Image library can be segmented by customer or merchandise media files and include both rich graphical files and matching audio files
- Auto-Preview utility makes it easy to perfect promotions before scheduling



Promo Builder: Create campaigns on the fly with a promo-builder and library of media assets

SCHEDULING / REPORTING

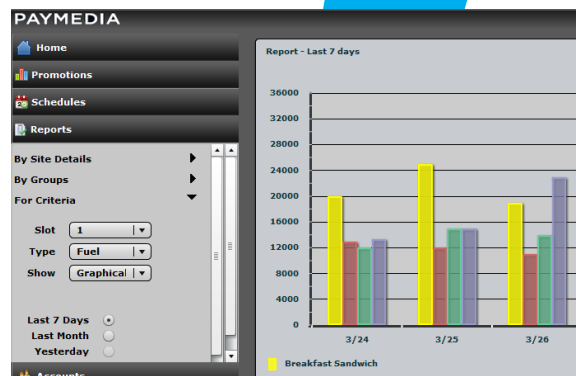
- Dynamic day-part and geo-targeting
- Custom create your own day-parts or use our pre-defined list (morning rush hour, lunch break, afternoon rush, weekend night)
- View reporting on existing schedule by site, regional sites or across entire network
- Provides multiple report viewing options such as viewing schedule detail by month or week, viewing reports onscreen or export as CSV / Excel files, etc.
- Includes standard report library or the ability to generate your own using the dynamic Report Builder



Scheduler: Scheduling is as easy as choosing a time and day of the week for your promotion to run

SITE ATTRIBUTES

- Manage promotions through effective filtering of stores based on specific parameters (Example: highlight sunblock and lip balm near beaches)
- Help utilities and FAQs provide information on how specific site attributes can enhance the value of your site to national brand advertisers



Reports: Both canned and dynamic reports are delivered on promotions in an intuitive graphical format.