

Date: Feb. 13, 2008



Client: KSS Fuel

Convenience Store News

WHAT'S NEXT IN CONVENIENCE AND PETROLEUM RETAILING

Wesco Selects KSS for Fuel Pricing

NORTH MUSKEGON, Mich. -- Wesco Convenience Stores, operator of more than 50 convenience stores headquartered here, selected KSS' suite of fuels pricing products, including PriceNet, PriceNet Mobile and KSS Visualizer, for a companywide implementation, the software firm announced yesterday.

"Our commitment to service is key to our success, and PriceNet, PriceNet Mobile and KSS Visualizer will help us ensure we provide competitive pricing at all times while giving our store personnel more time to focus on delivering fast, friendly service to our customers," Jerry Westgate, Wesco co-president, said in a statement. "The investment in these KSS solutions will help us to continue to grow into one of the premier companies in the convenience store industry."

PriceNet, an end-to-end pricing solution, captures field-based intelligence at the site level and generates price proposals through comprehensive pricing rules or price optimization. PriceNet Mobile allows users to enter competitor prices and receive new price proposals sent directly to mobile devices for approval and implementation, according to the company.

In addition, KSS Visualizer is a Web-based data visualization tool used to quickly draw attention to store-level or network-wide changes in performance measures such as volume, running rates, margins and competitor price position.