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Innovative advertising business launched using gas pump billboards

St. Cloud, Minn.— Convenience store owners are finding a new source of revenue and businesses are finding a new way to advertise in Central Minnesota.

Doug Randolph, a Waite Park resident and Minnesota School of Business instructor, has launched mmr-ads, which features a unique gas pump billboard (GPB) program that benefits both the convenience store retailer and the advertiser.

With the first GPB placed in May, Randolph is building a network of convenience stores that, as of today, reaches from Detroit Lakes in the Northwest, Chisago City in the East, Bemidji to the north and Big Lake to the south. There are currently 100 toppers at 35 convenience stores and Randolph hopes to double that by the end of the year.

While the number of monthly visitors to a convenience store has grown to over 30,000, a study by the National Association of Convenience Stores has shown that 40 percent of them do not go into the store to buy merchandise. "With our program, gas retailers can actually profit from those visitors who don't buy merchandise," Randolph said. "The gas retailers can lease space on the top of their gas pumps to advertisers not typically found at the convenience store. Our network allows advertisers the chance to repeatedly deliver their message to a captive audience during the three to four minutes the consumers pump their gas. And with most people having cell phones these days, you could literally ask these consumers to take action while they wait for their tanks to fill."

This program stands out from its national competitors in a number of ways. The 15" X 30" toppers, which are the largest in the market, are given to the convenience stores at no charge and maintained by mmr-ads. These toppers are manufactured locally and sprayed with an all-weather black powder coating so they have a clean high-tech look that will endure cold weather elements well. The convenience stores earn a percentage of the revenue from the advertisers mmr-ads contracts, in essence "rent" for the use of the open space above the gas pump. Another unique feature of the toppers is 4" X 29.5" bumper space that acts as a base for the topper. "Our c-store partners can advertise their goods in this space or give it to local nonprofits or neighborhood organizations to create goodwill," Randolph explained. "There is no investment for the c-store retailer, they can add a revenue stream to their business and help local businesses deliver their message to the market. It's really a win-win situation for everyone."

For more information, contact Doug Randolph at 320-267-3255 or drandolph@mmr-ads.com.