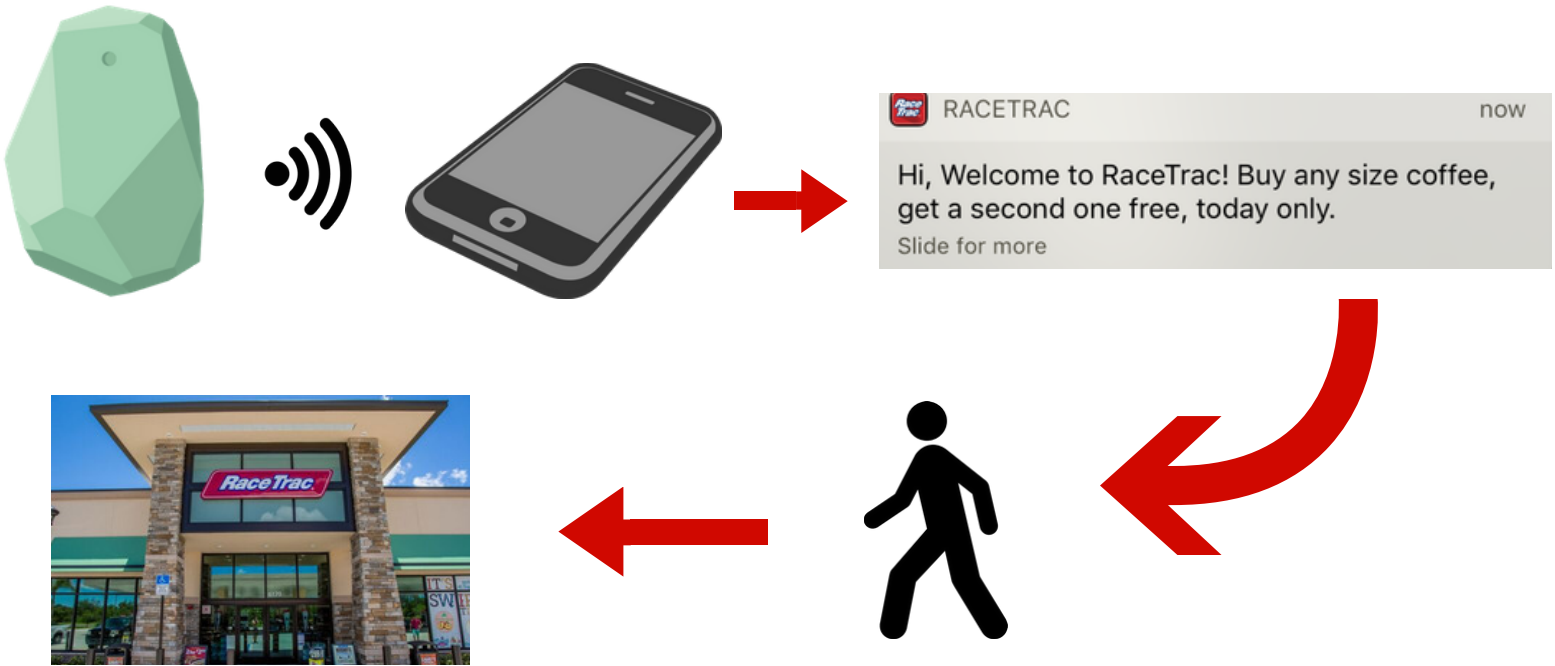


INTRODUCING

RaceTrac ATTRACT

Utilizing beacon technology to create a more dynamic and personalized experience between RaceTrac and their customers.



Incorporating beacons with RaceTrac's app will:

Bring customers from the pump into the store

Send personalized push notifications about in-store deals and promotions

Increase Customer Loyalty

Gather data on consumers to send personalized messages and deals
Reward customers for store presence and transactions

Track and gather customer insights/data to create a more dynamic in-store experience

Learn about customer movement within store to improve future marketing decisions

Learn more about [RaceTrac Attract](http://www.racetrac.mynmi.net) at <http://www.racetrac.mynmi.net>