



**Brett Bair – Owner**

Waynedale Marathon (CMT Stores, Inc.)  
3411 Lower Huntington Road  
Fort Wayne, IN 46809

Brett Bair is the owner of the Waynedale Marathon, a convenience store selling the Marathon brand of gas in Waynedale, Indiana. He has owned the store since 2006 and has experienced consistent year over year growth in gas sales. In May, 2013 the Waynedale Marathon became part of the National Mobile Network by installing the iSIGN Smart Antenna, a location-based mobile marketing solution with the capability of engaging customers via their mobile phones when they are in close proximity to his store. Via the iSIGN Smart Antenna, Bair sends money saving offers to customers while they are at the pumps and entices them inside. Since installing the iSIGN Smart Antenna, Bair has seen his in-store Marathon card transactions and year over year gas sales soar. In fact, the 10 to 12% increase he experienced in his first two months in the network was enough to catch his oil company's attention, resulting in 6 new pumps for his store. While he does not credit the increase in gas sales solely to the iSIGN Smart Antenna, he believes it has certainly played a big part.

"You have to want to help your customers save money" says Bair. "Customer loyalty is a priority for us and the iSIGN Smart Antenna gets our customers into the store and it helps keep them coming back."

Bair's staff has played an integral part in the successful integration of the iSIGN Smart Antenna. "When you put the iSIGN Smart Antenna in, you have to promote it and guide your customers in its use. All it takes is a tiny bit of homework to get your staff involved and help them become knowledgeable so they can encourage customers to use it."

The gas promotion is structured as a three-way partnership. Bair contributes a few cents, the oil company contributes a few cents, and when a customer pays with their Marathon Gas card in-store, additional money is contributed and customers save even more. "I track my redemptions using a register coupon key," said Bair. "Each week my oil guy comes in and pays me." It's that simple. While some convenience store owners may not want to contribute the discount per gallon share that he pays, Bair believes the increase in sales has been well worth it.

Currently Bair focusses his iSIGN Smart Antenna marketing effort on his customers' priority - saving money on gas. But he is looking forward to working with in-store brands for additional promotions in the near future.