

COLBEA SELECTS GILBARCO VEEDER-ROOT FOR INDOOR AND FUEL DISPENSER EMV UPGRADES Leverages Gilbarco's full product suite to be on front-edge of EMV payment acceptance



GREENSBORO, N.C. – September 21, 2016 – Colbea Inc. (dba Seasons Corner Market) is implementing Gilbarco Veeder-Root's Passport Point of Sale with EMV functionality and FlexPay IV forecourt payment terminals across their entire network of more than 100 convenience stores. As it upgrades its network for EMV payment acceptance, Colbea will also include Applause™ TV to maximize their technology investment and improve the consumer fueling experience.

"Gilbarco has proven to be an excellent supplier throughout the EMV upgrade process. I feel confident in standardizing on their EMV solutions, both at the fuel dispenser and inside our stores," said Andrew Delli Carpini, CEO, Colbea Inc. "Their forecourt media offering has been a great asset for attracting customers to our stores and also growing in-store sales, and their Passport point of sale has helped us run our business efficiently. I am looking forward to the continued advancements in technology and services that Gilbarco continues to offer."

Colbea's forecourt EMV upgrades will leverage Gilbarco's FlexPay IV payment terminal. In addition to enabling EMV (chip) payments at the pump, FlexPay IV provides gas stations and convenience stores the ability—through Applause TV powered by Pump Media—to engage consumers while they are pumping gas with timely news and entertainment content along with product advertisements and digital coupons that help drive consumers from the pump and into the convenience store. Pump Media from Verifone Media is the largest and most powerful digital out of home (DOOH) network in the petroleum forecourt market. Jointly developed with Verifone (NYSE: PAY), a world leader in payments and commerce solutions, FlexPay IV from Gilbarco is the first PCI PTS 4.x certified fuel-dispenser payment terminal in the U.S. that supports EMV, NFC, mobile wallets, encryption and 2D barcode scanning, as well as future regulatory changes. FlexPay IV provides retailers the ability to upgrade their fuel dispensers in advance of the October 2017 petroleum forecourt EMV liability shift.

For its EMV upgrades inside the convenience store, Colbea is leveraging Gilbarco's Passport Point of Sale system. This system is the first petroleum POS to provide general availability of software supporting both EMV Credit and Debit transactions. Support of multiple common payment types reduces consumer confusion around inserting vs. swiping their card at the payment terminal. Multi-EMV card format support ensures that all EMV-capable cards are processed as a chip payment, reducing consumer ambiguity and increasing consumer satisfaction, while maximizing the retailer's protection against fraud and liability. In addition, releasing credit and debit support of EMV in a single, easy to deploy software update for the Passport POS minimizes retailer downtime.

Mark Williams, Vice President of Marketing North America, Gilbarco Veeder-Root states, "We are pleased to partner with Colbea on their EMV upgrade needs. They continue to be a proactive marketer, and are taking advantage of equipment upgrades driven by EMV to also improve how they interact with their customers to drive more business."

Visit Gilbarco Veeder-Root's Learning Center for additional information on EMV and related products.
<http://www.gilbarco.com/us/learning-center/emv-c-store-retailers>

About Gilbarco Veeder-Root

Gilbarco Veeder-Root is the worldwide technology leader for retail and commercial fueling operations. They offer the broadest

range of integrated solutions from the forecourt to the convenience store and head office. For almost 150 years, Gilbarco has earned the trust of its customers by providing long-term partnership, uncompromising support and proven reliability. Major product lines include: fuel dispensers, pump media, point of sale systems, payment systems, tank gauges, software development and integration, fleet management systems, and nozzles.

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