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Yesway Convenience Stores Partners with Paytronix

Des Moines, Iowa-based C-store chain selects loyalty provider to further enhance relationships with customers and grow its brand

(Des Moines, IA) – February 22, 2017 – Convenience store chain [Yesway](#) today announced it has selected Paytronix Systems, Inc., a leading provider of [reward program solutions to restaurants and retailers](#), as its customer loyalty program provider.

Yesway will be partnering with Paytronix to design, develop and launch the Yesway Rewards Program, an innovative and proprietary loyalty program that will ultimately provide customers with tremendous value and complement the Yesway brand. Customers will be able to register for and participate in the program using a physical loyalty card, or via download and registration through a Yesway-branded app.

“Given that we are on a growth track at Yesway, we were looking for an experienced loyalty program partner that could keep up with us,” said Darrin Samaha, Vice President and Brand Manager, Yesway. “After a competitive and comprehensive evaluation process, we believe Paytronix is the best choice for Yesway in terms of their platform, their robust reporting and analytics capabilities, and most importantly, their people. We are excited to work with them and deliver a meaningful program for our customers.”

“The excitement around Yesway’s growth plan is palpable. They have assembled an expert team of industry veterans to focus on an underserved area of the C-Store market. Our team could not be more thrilled to help bring this unique chain’s vision to life,” said Andrew Robbins, president, Paytronix Systems, Inc. “Yesway needs a partner that can scale with it as it hits its growth targets, while drawing out the unique message of their brand. The Paytronix system architecture and product roadmap is perfectly suited to serve the brand’s needs today and into the future.”

Editor note: To arrange interviews with Yesway executives, please contact Erin Vadala of Warner Communications at erin@warnerpr.com or 978-468-3076. High-resolutions images and graphics are available upon request.

About Yesway – BW Gas & Convenience, d/b/a Yesway, is headquartered in Des Moines, Iowa. Yesway plans to acquire, improve and rebrand 600 convenience stores in selected regions of the United States over the next several years. For more information on Yesway, please visit the company’s website at www.yesway.com, and connect on [Facebook](#) and [Twitter](#).

About Paytronix Systems, Inc. – Paytronix’s proprietary guest engagement platform helps more than 300 restaurant and retail chains manage and grow more than \$18 Billion in guest spend. Customers benefit from big data consumer insights that Paytronix generates from 1-to-1 engagement with more than 165 million loyal guests—through mobile, social and today’s most innovative digital marketing tools. As a result, customers can more effectively segment and motivate their guests to increase spend and drive revenue. For more information, visit www.paytronix.com.