



For Immediate Release

Yesway Selects GSP for Retail Marketing Expertise at 408 Stores

Clearwater, Fla., July 14, 2022 – GSP has been selected by Yesway, one of the fastest growing convenience store chains in the country, to provide retail marketing services, including store profile management as well as POP design and production services, to 408 Yesway and Allsup's convenience stores in nine states.

This significant partnership brings two technology-focused companies together. Yesway takes pride in its data-driven decision-making processes, combined with its field expertise, to grow its stores. GSP is known for its cloud-based retail intelligence platform that supports the full retail marketing process from building and maintaining store profiles to determining accurate distributions for in-store marketing campaigns.

GSP will provide store-specific kits directly to Yesway and Allsup's stores from GSP's production and fulfillment facilities. GSP's just-in-time fulfillment system will allow Yesway and Allsup's associates to receive the correct signage and POP kits on time, each month, at the correct times for proper installation.

"During our 44 years, GSP has harnessed the power of technology to better serve our customers," said Craig Neuhoff, GSP's Vice President of Business Development. "The Yesway and Allsup's company centers their operations around a technology focused structure. In many ways, it's an e-partnership."

"GSP's data-driven approach to retail marketing fits in well with our strategic perspective of reducing inefficiencies in our marketing operations said," Darrin Samaha, Vice President of Marketing at Yesway "We're building a portfolio of stores substantially and quickly, and this requires knowing our stores and knowing our numbers."

Yesway has been renovating its Allsup's and Yesway stores at a furious pace. The new stores undergo vibrant community-centered grand-reopenings with concerts, special promotions with vendors, localized philanthropic outreach, and in many stores, the introduction of Allsup's world famous deep-fried burrito. GSP has started supplying Yesway and Allsup's grand reopenings with special event-focused kits.

About GSP

GSP provides industry leading retail solutions that drive traffic, reduce costs, and enhance customer experience. GSP delivers 100% store-specific in-store marketing programs to more than 70,000 retail locations from its four G7 print and fulfillment facilities throughout the U.S. GSP also offers turnkey design, manufacturing and installation for full-scale store remodels and décor refreshes. GSP's award-winning design team supports retail environments, visual merchandising, photography, and graphics. Additionally, GSP's AccuStore® store intelligence technology maintains a single source of accurate site data to help retailers target their growth initiatives to the specific needs of each store. Founded in 1978, GSP's companies include Great Big Pictures and Custom Color, which supply graphics,

visual merchandising, and retail execution to leading consumer and retail brands throughout the United States. For more information, visit gspretail.com.

About Yesway

Yesway is one of the fastest-growing convenience store operators in the United States. Established in 2015, Yesway is a multi-branded platform that acquires, transforms, and enhances portfolios of convenience stores by leveraging expertise in real estate and technology, and by implementing data-driven decision making. Yesway has recently been named the “2021 Convenience Store Chain of the Year” by CStore Decisions and is currently ranked #21 on the “2022 CSP Top 202 Chains” list by total portfolio size. Yesway ranked #2 in year-over-year relative store growth on the Convenience Store News “2020 Top 20 Growth Chains” list and its CEO has been named a “CSP 2020 Power 20 Deal Maker.” Yesway’s portfolio currently consists of 408 stores located in Texas, New Mexico, South Dakota, Iowa, Kansas, Missouri, Wyoming, Oklahoma, and Nebraska, including the Allsup’s Convenience Store chain. For more information, visit yesway.com.

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