



FOR IMMEDIATE RELEASE

**Gilbarco's new Applause™ media system enables
Google® local search and maps at the pump
*Maps, local listings, driving directions, coupons and more***

GREENSBORO, NC – November 7, 2007 – Consumers can now display maps, find local listings, and even print driving directions and money-saving coupons from Gilbarco's Encore® dispensers with color screens and the Applause™ media system. The live internet connection means all information is in real time. The Gilbarco® Applause™ media system is the first content management system that uses Google's world-class open content infrastructure to deliver valuable information at the pump.

Consumers can view maps on the pump's screen and locate their desired destinations. They can also search Google's local business listings by category (restaurant, hospital, gift shop, etc.) to find the nearest choices. Once a destination is selected, consumers can also print the driving directions at the pump. Easy-to-read instructions are printed on the receipt printer, making it convenient to take them with them in the car.

"Getting directions at the pump is safer than using internet-enabled devices from the driver's seat and far more reliable than just asking a stranger," said Kirsten Paust, vice president of global retail systems at Gilbarco Veeder-Root. "We believe consumers will prefer convenience stores that deliver useful information and ultimate convenience. Retailers who use these tools will make themselves more valuable to consumers and gain the competitive edge."

Applause™ is an extension of Gilbarco's existing SMART Merchandising™ System for providing promotions, advertisements, and coupons at the fuel dispenser. Current users of the SMART Merchandising system will be able to easily migrate to the enhanced functionality available from Applause™ media system.

Applause™ and Encore S dispensers with color screens are currently on exhibit at the 2007 NACS Show, November 7 – 9, at the Georgia World Congress Center in Atlanta, Booth 2525.

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About Gilbarco Veeder-Root

Gilbarco Veeder-Root and Gasboy are leading suppliers of integrated fuel control, site management, and support services for petroleum marketers and commercial fueling enterprises worldwide. (www.gilbarco.com, www.veeder.com, www.gasboy.com). For more information visit www.gilbarco.com.

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About Google Inc.

Google's innovative search technologies connect millions of people around the world with information every day. Founded in 1998 by Stanford Ph.D. students Larry Page and Sergey Brin, Google today is a top web property in all major global markets. Google's targeted advertising program provides businesses of all sizes with measurable results, while enhancing the overall web experience for users. Google is headquartered in Silicon Valley with offices throughout the Americas, Europe and Asia.