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PRESS RELEASE

FOR IMMEDIATE RELEASE

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Electronic coupons become a reality

YourHubClub and Jenny's Club provide neighborhood shoppers with savings and loyalty rewards at local retailers, without the cost and hassle of paper coupons

Denver, CO – October 2, 2006 – The Denver Newspaper Agency (DNA), jointly owned by MediaNews and The E. W. Scripps Company, has continued its market introduction of innovative zoned products with the August 31st launch of electronic coupon advertising for local retailers and their affiliated product manufacturers.

The new offering, 'YourHubClub.com', aligns with the DNA's weekly publication YourHub.com, a website where people can post their own photos and stories whenever they want. YourHub.com is produced every Thursday by the Rocky Mountain News and delivered by the Denver Newspaper Agency to subscribers of the Rocky Mountain News and The Denver Post.

The market launch of YourHubClub, introduced on August 31, in the YourHub.com sections for southern suburbs of Denver, CO, offers consumers a free club membership for viewing, selecting, and redeeming electronic coupons within their local neighborhoods. The offering of electronic coupons compliments the newspaper coupons and advertising in print, as well as the promotions on YourHub.com websites.

Consumers can sign up for their free membership at www.yourhubclub.com, by calling 720-889-8840, or by picking up a card at participating retailers. Consumers earn loyalty points for joining and for shopping at participating retailers; these points are used as entries into drawings for prizes and to redeem a variety of offered rewards. Participating retailers advertise in print, on the Internet and within the local market via kiosks that offer the electronic coupons for redemption at their places of business.

In addition, retailers can, in real time, go onto the Internet and see how many consumers have viewed, selected, and redeemed their coupons. This form of feedback is invaluable in determining the effectiveness of a retailer coupon and in targeting consumers with the items they are most likely to buy.

For consumers, this new offering gives the flexibility to use newspaper coupons, use electronic coupons, or apply both options to save money. YourHubClub Electronic Coupon solution takes the Internet world into the marketplace and reduces the need for consumers to print web-based coupons for redemption. Coupons can be viewed at convenience store kiosks, while fueling your car, and at other kiosks throughout the neighborhood, or at home (www.yourhubclub.com). Participating retailers then redeem the coupons simply by swiping the consumer's membership card or entering their phone number.

Jenny's Market (www.jennysmarket.com), a Conoco-branded convenience store chain in the Denver market, is also a partner in this new offering. Kiosks at selected Jenny's Market pump islands and within the store allow consumers to view and select electronic coupons while they are filling their car with gasoline.



“For the first time, consumers can obtain significant savings on coupon offers from Jenny's Market and other neighborhood retailers, while they are buying fuel”, said Mike Haynes, VP of Marketing and Operations for K&G. “With the increased cost of fuel, consumers are looking for ways to save at the pump”, Mike adds. “The in-market kiosks allow savvy shoppers to view and select the coupons that will save

them money while shopping within their local neighborhood. Jenny's Market will also be offering discount coupons that will save the shopper money inside our convenience stores.”

Qlinks America, Inc. (QLINKS – www.qlinksamerica.com), a Colorado Company, is the DNA partner that has developed and delivers the technology infrastructure and back-office operations for the electronic couponing solution. QLINKS delivers cost-effective ‘targeted advertising’ solutions within existing Communities of Interest (COI), such as local shopping neighborhoods, to increase revenues and profits for consumer packaged goods retailers, distributors, and manufacturers, as well as those firms that sell within defined business communities. Their QBux™ solution set offers fully integrated kiosks and Point of Sale (POS) touch points that allow advertisers to “target” consumers with goods and services that they are most likely to purchase. At the same time, QLINKS’ back-office solution uniquely protects consumer identity and privacy.

Electronic coupons that have been previously saved by a consumer are available at the retailers’ POS for redemption by using innovative software and back-office technology provided by a strategic QLINKS’ partner, SoftCard Systems (www.softcardsystems.com). “Our Coupon Express and other patented technology are a great match with the QBux™ solution set and HubClub offering”, said Ken Powell, CEO of SoftCard Systems. “Our company’s technology allows for coupons to be redeemed at the POS without the additional steps of paper coupon processing, which can be very costly, time consuming and inefficient.”

“I am excited to extend the already successful YourHub.com brand, to now provide a cutting edge couponing solution” said Bill Reynolds, Vice President of Circulation and General Manager of YourHub.com. “YourHub.com has taken the market penetration of the Denver Post and Rocky Mountain News and provided zoned coverage to help all business focus in on their immediate market area and or preferred demography. YourHub.com puts the citizens in the driver’s seat with the ability to write their news; now YourHubClub.com puts advertisers and citizens in the driver’s seat as they can track how their coupons are being used while consumers benefit from discounts to retailers that are close by while earning points to get further discounts on gas. We look forward to the positive consumer and retailer feedback.”

For retailers, YourHubClub provides a solution only previously available to large stores and national chains. Neighborhood membership allows retailers to reach out to their most loyal customers and offer them the savings they deserve and want. At the same time, retailers have a way to retain customers and reward them for their loyalty.

With YourHubClub.com, retailers can advertise to local shoppers with coupons and loyalty rewards that attract them to their store. Retailers are also able to go on the Internet and, in real-time, see how many consumers have viewed, selected, and redeemed their electronic coupon offers. Through QLINKS’ innovative tracking and dashboard technology, participating retailers can assess the success of their advertising and adjust their offers as necessary. Until now, advertising options for smaller retailers have been limited to direct mail and other relatively ineffective alternatives.

Jim Mulford, President and CEO of QLINKS, said, “We are very pleased to be partnered with Denver Newspaper Agency, YourHub.com, Jenny’s Market, and our other strategic partners. After five years of market research, development, integration, and testing, the vision of our founder, Bill Jones, has transitioned to a market solution that can deliver positive results to advertising retailers and local neighborhood shoppers.

“The Denver Newspaper Agency and Jenny’s Market are market innovators who are providing the local neighborhoods with better solutions. Jenny’s Market is bringing the word ‘convenience’ back to the C-store world. Additionally, the Denver Newspaper Agency has recognized the migration toward electronic solutions and has partnered with QLINKS and other technology-based companies to deliver more targeted advertising and savings to their customers.”

Over the next 90 days, the Denver Newspaper Agency, QLINKS, and Jenny’s Market expect to expand the number of participating retailers and members in the market launch neighborhoods. After a successful launch, the partners plan to expand the electronic couponing solution across the Denver metropolitan area.

“Kiosks at the C-store and at other in-market locations have significantly increased revenues and profits for local retailers”, said Peter Kaszycki, President of Pro-Tech Solutions, Inc. (www.protechkiosk.com), a primary provider of outdoor kiosks for QLINKS and the HubClub offering. “Some outdoor kiosk applications have increased product sales by over 25%. It is interesting that over 60% of consumer buying decisions are made while they are shopping in their neighborhood. It makes perfect sense to offer electronic coupons to consumers while they are shopping and while they have a couple of minutes of wait time, such as when they are pumping gas. This is an idea whose time has come! We are excited to be affiliated with QLINKS and the HubClub partners.”

About YourHub.com

YourHub.com is a website where people can post their own photos and stories whenever they want. This section is produced every Thursday by the Rocky Mountain News and delivered by the Denver Newspaper Agency to subscribers of the Rocky Mountain News and The Denver Post. Both newspapers are published by the DNA under terms of a joint operating agreement that combines business functions while maintaining separate and competitive editorial products.

In addition, YourHub.com is being syndicated nationally with many other prominent newspapers. YourHub.com is a leader in citizen journalism, coupled with a focus on neighborhood news, events, and editorials. Local advertisers can align with local news to target the consumers most likely to frequent their stores (local neighborhood shoppers). For more information concerning YourHub.com, please contact Kate Weber at (303) 954-1114 weberk@yourhub.com.

About Qlinks America

Qlinks America, Inc. (www.qlinksamerica.com) is a public-reporting company, with headquarters in Golden, CO. Through its' Qlinks Retail Group (QRG), the company delivers cost-effective 'targeted advertising' solutions within existing Communities of Interest (COI), such as local shopping neighborhoods. Through its' Qlinks Media Group (QMG), located in Niceville, FL, the company services internet-based business COI, including the industry-leading Geospatial community (www.geocommunity.com), for targeted advertising and COI-specific product sales. For more information concerning QLINKS, please contact Michael Thornley at (303) 328-3292 or mthornley@qlinksamerica.com.

About Jenny's Market

Jenny's Market is a chain of over 30 convenience stores in the Denver Market, owned and operated by privately-held K&G Petroleum, LLC. The new Jenny's Market brand is focused on higher-quality offerings within the convenience store, including high-end meat products, fresh fruit, premium coffee and soft drink services. As the Jenny's Market brand continues to expand throughout the Denver market, additional value-added services for the customer will be introduced. Jenny's Club has been aligned with YourHubClub.com to provide a single premium free membership to local neighborhood shoppers. For more information concerning Jenny's Market, please contact Mike Haynes at (303) 792-9467 or mike@kgconoco.com.