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## **PriceAdvantage Selected as Strategic Fuel Pricing Tool to Support Yesway's Rapid Growth**

*-- Software's Ability to Integrate with Multiple POS Systems and Rapid Implementation Allow Yesway to Quickly Onboard New Stores --*

**Colorado Springs, Colo., August 19, 2016** — PriceAdvantage, a fuel price management software company and division of Skyline Products, announced today that Yesway, an affiliate of Brookwood Financial Partners LLC, will utilize [PriceAdvantage](#) software to streamline and automate store-specific fuel pricing strategies for their portfolio of convenience stores .

"Yesway recognizes that in order to launch a competitive brand they need to be strategic about how quickly and accurately they price fuel," shared Chip Stadjuhar, President and CEO of Skyline Products. "PriceAdvantage will allow Yesway to quickly onboard new stores and centralize their fuel pricing strategy – supporting their desire to quickly improve fuel margins and volumes."

Yesway selected PriceAdvantage based on the software's ability to easily integrate with multiple point-of-sale systems, rapid implementation, robust reporting, ease of use, and the ability to change fuel prices remotely using a mobile device. These, along with other robust features and pre-built integrations, will play a critical role in helping Yesway successfully execute their plan to acquire 600-1,000 convenience stores over the next several years.

"PriceAdvantage will allow us to execute easily a strategic pricing strategy for each store and commodity and will also provide critical real-time performance reports," shared Brian Trout, Yesway's Senior Vice President of Operations. "We will be able to correlate in-store sales to fuel sales and adjust our strategy accordingly. Ultimately, PriceAdvantage will help us provide a strong ROI to our investors."

### **About PriceAdvantage**

PriceAdvantage creates *Software to Fuel Your Pricing Strategy™*. Our easy-to-use, highly configurable, patented solution allows fuel marketers to execute their unique fuel pricing strategy faster and more accurately by reducing manual processes and human errors. PriceAdvantage enables customers to make rapid, informed fuel pricing decisions based on their unique business rules, then automatically post new prices to their POS systems, fuel pumps and price signs, and then receive price change confirmation – all in just minutes. PriceAdvantage is singularly focused on fuel pricing software and is a division of a privately held U.S. company, Skyline Products, which produces software solutions and thousands of American-made electronic price and transportation signs annually. Learn more at [www.PriceAdvantage.com](http://www.PriceAdvantage.com).

**About Brookwood Financial Partners, LLC** – Brookwood is a nationally-recognized private equity investment firm that specializes in acquiring and managing value-add commercial real estate and related operating businesses on behalf of a select group of institutional investors, family offices and high net worth individuals. Since its founding in 1993, Brookwood has raised over \$840 million of equity to

acquire a portfolio of 220 commercial real estate and convenience store properties, with a realized and unrealized value in excess of \$2.2 billion. The portfolio has spanned multiple asset classes, geographical markets and industries across the United States. [www.brookwoodfinancial.com](http://www.brookwoodfinancial.com) .

**About Yesway** – BW Gas & Convenience, d/b/a Yesway, is headquartered in Des Moines, Iowa. Yesway plans to acquire, improve and rebrand 600-1,000 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](http://www.yesway.com) .