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## **Get-n-Go Convenience Stores Leverage PriceAdvantage to Respond Faster to Fuel Market Volatility**

*-- Fuel Pricing Software Provides Get-n-Go Stores Critical Real-Time Data, Enabling the South Dakota Retail Fuel Marketer to Make Instant, Informed Pricing Changes--*

**Colorado Springs, Colo., April 30, 2015** — PriceAdvantage, a fuel price management software company and division of Skyline Products, announced today that Olson Oil has chosen PriceAdvantage software to automate and accelerate fuel pricing at their 18 Get-n-Go conveniences stores throughout South Dakota. Olson Oil selected PriceAdvantage based on their confidence that the software will help them price fuel more confidently and quickly.

“We’ve had our eye on PriceAdvantage for quite some time,” stated Dave Vande Kamp, Olson’s Controller. “It was simply a matter of timing. We were operating on an older version of the Gilbarco POS, and once we upgraded we were able to easily take advantage of the PriceAdvantage pre-built integration. Now all of our critical pricing data is streamlined and I can price fuel faster with great confidence that I am making a sound decision.”

The ability for Olson to select only those PriceAdvantage components that they need to support their fuel pricing strategy was also attractive to Vande Kamp. It made the product both affordable and scalable. Olson selected the PriceAdvantage SaaS solution to leverage the benefits of a cloud service model including the low upfront cost, ease of implementation, and the maintenance and infrastructure cost benefits.

“The team at Olson realizes that the speed and accuracy with which they price fuel is critical to their bottom line,” shared Chip Stadjuhar, President and CEO of Skyline Products. “Dave is using the mobile component so that he can price fuel from anywhere, anytime. This provides him a distinct competitive advantage.”

“The fact that I can price fuel from my phone is huge. I’m no longer tied to my desk and I have more time to focus on my other responsibilities,” stated Vande Kamp.

### **About PriceAdvantage**

PriceAdvantage creates *Software to Fuel Your Pricing Strategy™*. Our easy-to-use, highly configurable 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 a privately held U.S. company singularly focused on fuel pricing software. Our parent company, Skyline Products, produces software solutions and thousands of American-made gas price and transportation signs annually. Learn more at [www.PriceAdvantage.com](http://www.PriceAdvantage.com).

### **About Olson Oil Company**

Olson Oil had its beginnings on May 1<sup>st</sup>, 1954 when Store #1 was opened by Dale Olson and his brother, LaVaine. The store was located at 4610 W 12<sup>th</sup> St in Sioux Falls, SD. At that time, it was a gas station that sold gasoline and oil. Some other sideline sales were cigarettes, candy, pop, beer, bread and ice cream. LaVaine passed away in 1962. Stores were converted to full convenience stores starting in 1974 with the original location. Dale's son Todd joined the company in 1984 and is now the company President. The company has grown to 19 stores with more on the way. Olson Oil's achievements are due, in large measure, to the hard work and dedication of its employees.

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