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PriceAdvantage Releases New Integration with GasBuddy Business Pages, Giving Fuel Retailers More Control When Promoting Fuel Prices

Integration ensures more accurate fuel prices on GasBuddy, the app used by millions of drivers daily to decide where to fill up; update happens as often as every 15 minutes

Colorado Springs, Colo., May 28, 2020 — [PriceAdvantage](#), a patented software solution that helps retailers optimize and manage fuel prices, then automatically execute and verify price changes to the POS, pumps, and price signs, announced today a new integration with GasBuddy Business Pages, the leading SaaS B2B platform for the retail fuel and convenience store industry. The integration provides PriceAdvantage and GasBuddy Business Pages customers more frequency and accuracy when communicating new prices to GasBuddy, the travel and navigation app that is used by more North American drivers to save money on gas.

This new integration ensures that consumers view the most recent and accurate fuel prices on GasBuddy by communicating a retailer's current fuel prices as often as every fifteen minutes. It puts public-facing prices in the control of the retailer, rather than have them solely rely on crowd-sourced prices.

"This integration gives fuel retailers greater control over when and which commodities they update on the GasBuddy app," shared John Keller, Division Director of PriceAdvantage. "It provides retailers 100% accuracy between what consumers see at the pump and what they view on the internet."

GasBuddy Business Pages is an award-winning business solution suite for fuel brands and convenience store owners to manage all location listings across the digital landscape, promote store sites and amenities, and connect with customers.

"GasBuddy has the largest addressable audience of fuel and convenience store shoppers before they embark on their trip, so it's essential that your fuel prices are accurate," said Jordan Grossman, EVP of advertising sales at GasBuddy. "Our fuel and c-store partners will now have

the power to confidently implement price changes to our platform, ensuring their prices are getting in front of drivers quickly."

The integration is an enhancement feature of PriceAdvantage Version 2020.1, as PriceAdvantage and GasBuddy are decade-long partners in the fuel marketing world.

To request a free trial of PriceAdvantage software, visit www.priceadvantage.com/test-drive/. Learn more about GasBuddy business pages at <https://www.gasbuddy.com/businesspages>.

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 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 gas price and transportation signs annually. Learn more at www.PriceAdvantage.com.

About GasBuddy

For budget-minded drivers, GasBuddy is the travel and navigation app that is used by more North American drivers to save money on gas than any other. Unlike fuel retailer apps, as well as newer apps focused on fuel savings, GasBuddy covers 150,000+ gas stations in North America, giving drivers 27 ways to save on fuel. That's why GasBuddy has been downloaded nearly 90 million times – more than any other travel and navigation app focused on gas savings. To learn more about GasBuddy, visit www.GasBuddy.com.