



The Virginia Video Network is Live in the Richmond Area

Richmond, VA - The Richmond Times-Dispatch is excited to launch the Virginia Video Network (VVN), a location-based video advertising solution delivered through standalone periodical racks and video displays. Through this new platform, our advertisers can market directly to consumers at the point of purchase in high-traffic retail locations.

Virginia Video Network is Virginia's first digital-out-of-home video marketing solution that combines data and technology together to deliver relevant advertising messages to targeted customers.

Broderick Thomas, a five-year employee of the Richmond Times-Dispatch, leads this new program as Director of the Virginia Video Network. Thomas was previously the Director of Digital Sales.

"I've been an entrepreneur at heart my entire life, so the chance to launch a new business line for The Times-Dispatch was something I couldn't pass up," said Thomas. "The Virginia Video Network revolutionizes the way we provide valuable news content that our audience depends on, as well as the business solutions that we offer to our advertising partners. VVN expands the dynamics of how the RTD broadcasts in our community."

With this technology, advertisers are able to target VVN racks in desirable locations based on demographic data. More than 20 display screens are active in retail locations across the Richmond, Virginia area. GPM Investments, LLC, along with their fas mart® convenience stores, has partnered with The Times-Dispatch to place 10 screens in their top locations.

"We are very excited to partner with The Times-Dispatch in bringing up-to-the-minute news content to our customers," said Bill Reilly, Sr. VP of Marketing at GPM. Reilly went on to say, "We are always in the market for these sorts of innovative programs and products which add that extra layer of value and convenience to our store atmosphere."

To learn more about advertising opportunities with the Virginia Video Network, or to request a display for your retail location, contact Broderick Thomas at (804) 649-6099 or bthomas@timesdispatch.com. Visit Richmond.com/VVN to schedule a consultation.

About the Richmond Times-Dispatch

The Richmond Times-Dispatch is Central Virginia's leading source of news, advertising, commentary and community conversations.

The RTD is part of the BH Media's Richmond Group, which also includes The Mechanicsville Local, the Ashland-Hanover Local, The Goochland Gazette, Powhatan Today, Chesterfield RTD, Henrico RTD, Cumberland Today and The King William Local. Online, access the RTD on Richmond.com.

The Richmond Times-Dispatch and BH Media Group are owned by Berkshire Hathaway Co.

About GPM Investments, LLC

GPM Investments, LLC, together with its subsidiaries, is the largest privately-owned company in the convenience store channel of business. With recent acquisitions, GPM has widened its reach to approximately 1,400 stores. The company, based in Richmond, VA, now operates or supplies fuel to stores in Arkansas, Connecticut, Delaware, Illinois, Indiana, Iowa, Kentucky, Louisiana, Maryland, Michigan, Missouri, Nebraska, New Jersey, North Carolina, Ohio, Oklahoma, Pennsylvania, South Carolina, Tennessee, Texas and Virginia. Its stores offer specialty a large selection of grocery items, such as fresh fruit, an exclusive (e)vapors[®] line, a proprietary fas SNACKS line, and many other products to suit the needs of every customer. One feature, setting many of its convenience stores apart is a wide array of proprietary food offerings ranging from fresh-made salads and sandwiches to healthy, grab-and-go meals.

Visit www.gpminvestments.com to learn more about GPM's stores.