

# NEWS RELEASE



3 April 2002

## **ELECTRONIC PRICE BOARD BENEFITS BOTH MOTORISTS AND SERVICE STATIONS**

FuelWatch, Australia's premier fuel price monitoring service has announced an expansion of their system to include fuel prices from Service Station owners and operators Australia-wide with the launch of ePriceBoard.

The ePriceBoard system will enable Service Station operators to post current fuel prices to FuelWatch using the Internet and mobile phones. Service Station operators can update their sites fuel prices whenever they change. These prices will then be made available to a nationwide audience across the FuelWatch partner network which includes Internet, Television, Newspaper and major Radio networks.

To ensure Service Station operators can keep their prices current ePriceBoard includes the ability to update prices using SMS on a mobile phone. "Now no matter where an operator is, or when a price changes, operators have the ability to keep the system up-to-date. This is another example of how FuelWatch is leveraging technology to provide the best possible solution for Service Stations and motorists." FuelWatch National Manager, Matt Forman said.

"The new 'ePriceBoard' system is the latest tool to help Service Station owners promote their business."

"Our goal is to provide Service Station owners with the opportunity to increase business exposure and sales, while enabling motorists Australia-wide to enjoy the benefits of the FuelWatch service" Mr Forman said.

"It seemed logical that the leading fuel price monitoring company should join forces with Service Station operators to ensure motorists can access Australia-wide fuel prices to assist their fuel purchasing decisions".

"We see this association as a positive step to offering improved service capabilities, with motorists and Service Station owners being the real winners," Mr Forman said.

A website has been developed for the ePriceBoard system. For more information or to register, log on to [www.ePriceBoard.com](http://www.ePriceBoard.com).

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