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RaceWay Selects PAR® Technology to Power its New Rewards Program

The convenience and fuel retailer invests in purpose-built technology to further its seamless and personalized customer experience

ATLANTA, GA. (July 16, 2025) – [RaceWay](#), a leading convenience retailer with over 240 locations that operates as a Franchisor for parent company RaceTrac, selected [PAR® Technology Corporation](#) (NYSE: PAR), as its technology partner for the launch of its new customer loyalty program, [RaceWay Rewards](#). Built on [PAR Retail™](#), PAR's industry-leading platform purpose-built for convenience and fuel retail, this new program looks to reward and engage RaceWay's network of loyal customers.

With locations in 11 states, RaceWay has been the trusted destination for convenience, quality, and great service for over 80 years. And with the launch of their first loyalty program, RaceWay Rewards, the company is taking its "hometown store" experience to the next level. This innovative loyalty program leverages advanced technology to deliver personalized, seamless experiences and exclusive deals to customers.

"Our team is excited to unveil our first customer loyalty program, RaceWay Rewards, which will enable us to further strengthen customer connections while still providing our signature 'hometown store' identity," said Kamran Din, Director of Revenue Growth Management at RaceWay. "Our partnership with PAR allows us to leverage personalized, data-driven technology to turn every customer engagement into an opportunity to build brand loyalty."

RaceWay partnered with PAR Retail for this launch due to its proven technology solutions that empower retailers to offer personalized rewards and enhance customer experience. RaceWay Rewards is designed to create immediate value for members through tailored offers, while also helping franchisees drive repeat visits, increase engagement, and build lasting customer loyalty.

"RaceWay Rewards will greatly enhance the guest experience in the convenience and fuel industry. Together, we will deliver meaningful savings to thousands of customers across the country every day—an advantage that's becoming increasingly important to today's value-conscious consumers," said Savneet Singh, CEO of PAR Technology. "PAR Retail's integrated system of solutions is engineered to scale and adapt with brands, bringing together real-time data analytics, personalized interactions, and forward-thinking innovation to drive meaningful business outcomes."

With this partnership, RaceWay is well positioned for continued growth in its loyalty offerings. PAR Retail's scalable and flexible technology enables RaceWay to explore new program features, integrations, innovations, and partnerships. As RaceWay continues to

evolve its loyalty program, its members can expect even more convenient and valuable experiences in the future.

For more information about PAR Retail's loyalty solutions and how they transform customer engagement, visit partech.com.

About RaceWay

RaceWay is the franchise brand of RaceTrac, headquartered in Atlanta, Georgia. Since 1976, RaceWay has offered guests a convenient, affordable one-stop-shop experience. Together, the RaceTrac® and RaceWay® brands operate more than 800 retail locations across the United States, providing competitively priced fuel along with a wide selection of food and beverage options, including freshly brewed coffee. RaceWay is part of the RaceTrac family of companies, one of the largest privately held businesses in the U.S., originally founded in 1934. Approximately 2,000 of RaceTrac's 10,000 team members support RaceWay and its affiliated companies, including Metroplex Energy, Energy Dispatch, and Gulf Oil.

About PAR® Technology

PAR Technology Corporation (NYSE: PAR) is a leading foodservice technology provider, powering a unified, purpose-built platform engineered to scale and adapt with brands at every stage of growth. Designed with flexibility and openness at its core, PAR's solutions—spanning point-of-sale, digital ordering, loyalty, back-office, payments, and hardware—integrate with others, yet deliver maximum impact as a unified system. With intentional innovation at the forefront, PAR's solutions streamline operations, drive higher engagement, and strengthen guest experiences in over 130,000 restaurants globally and 26,000 national c-store retailers. To learn more, visit partech.com or connect with us on social media.

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