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Crane and Visa Selected For Advertising Award Nominations

WILLISTON, S.C. – October 25, 2018 – Crane Merchandising Systems, a Crane Co. Company and the leading global manufacturer of innovative solutions for vending machines, cashless systems, software, and wireless communications, today announced that Crane has been nominated for MediaPost Digital Out of Home Advertising Awards for the second consecutive year.

[MediaPost](#) is the largest and most influential media, marketing and advertising site on the net, providing news, blogs, and directories to help marketing and advertising professionals better plan and buy both traditional and online advertising.

Crane was nominated in three 2018 award categories:

- Financial Services, an award category for marketing campaigns supporting financial service companies
- Wildcard award, a category for new entrants
- Digital Out of Home Platform Using Location Data, a category for digital ads in a fixed location

Winners will be announced at a ceremony in New York City on October 30th during the Digital Place Based Advertising Association's Video Everywhere Summit.

"We are honored by these nominations. They demonstrate the growing reach of Crane Media Network and its power to influence on-the-go consumers with location-based advertising messages," said Sharon Peyer, Vice President of Business Development and Media for Crane Connectivity Solutions.

MediaPost recognized Crane for its work on the Visa Winter Olympics advertising campaign, an omni-channel initiative featuring Olympic gold medalists Chloe Kim and Mikaela Shiffrin and emphasizing the convenience and speed of Visa's "tap to pay" card. The eight-week campaign ran on select Crane vending screens nationwide leading up to and during the Olympic Games.

With Crane Media Network's contribution, the campaign drove approximately 14 million incremental total Visa transactions in vending across corporate offices, plants, hospitals, universities, airports, and various other busy public locations.

The Crane Media Network manages advertising campaigns over the air on more than 30,000 screens, helping vending operators and brands grow consumer engagement and sales. Crane's advertising program has delivered significant results over the past few years and offers the ability to influence more than 12 million consumers monthly in the United States alone.

***About Crane Merchandising Systems** Crane Merchandising Systems designs and manufactures a diverse, yet integrated portfolio of automatic merchandising equipment across multiple verticals, including hot and cold beverage, snack, and food. It also offers other vending solutions including cashless processing, payment devices, vending management software and wireless communication technology. Its legacy of brands (Automatic Products®, Dixie Narco®, GPL®, National Vendors™, Stentorfield™ and Streamware®) enables Crane to provide customers a complete, cross-platform solution while maintaining innovation, quality and service.*

About Crane Connectivity Solutions

Crane Connectivity Solutions (CCS) is a leader in interactive technology, delivering comprehensive solutions in wireless connectivity, enterprise software, digital advertisement, mobile applications and electronic payments. Leveraging the power of Crane Payment Innovations and Crane Merchandising Systems, CCS connects millions of unattended machines with consumers worldwide.

Crane Co. is a diversified manufacturer of engineered industrial products. Crane Co. is traded on the New York Stock Exchange (NYSE:CR).

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