

TEXOR PETROLEUM COMPANY JULY 2009 NEWSLETTER

ALL DEALERS

A reminder that the PCI compliance date of July 1, 2010 is being held firm by the Payment Card Industry. This means your equipment will have to either be replaced or upgraded to be able to accept credit cards after the deadline. All dealers will be receiving an update letter explaining any changes that we know at this time. We strongly urge all dealers to take advantage of the PCI surcharge program and begin saving for your upgrades. Simply let your Representative know when you would like to begin a surcharge and how much per gallon or load you would like to be surcharged. This is not going to be delayed or go away!

CITGO PETROLEUM COMPANY

Citgo is introducing its new Image Impact Initiative (III). The Citgo Image Impact Initiative (Formerly Citgo Image Value Program) or Citgo III focuses on seeing each Citgo location through the customer's eyes. Rather than focusing on external issues that affect every business (i.e. the economy, industry trends and competition), it shifts the priority to issues that can potentially be controlled such as brand image, maintenance, cleanliness and customer service.

This year we have re-tooled this branding program to allow for more recognition to those retailers that go above and beyond the "Gold" standard while providing an accurate representation of each store's brand image through an enhanced survey.

Although the basic premise behind the program will remain the same, instant recognition for a job well done, we've changed most of the mechanics for 2009:

- New Ranking System
- Two Annual Mystery Shops
- 24-Question Survey
- Mid-Year Location Information Survey
- Rewards for ALL "Gold" Retailer Owners/Managers

We hope these program changes will encourage you to focus and act upon the importance of great image maintenance and customer service. It is important to improve performance and meet customer expectations in today's competitive environment as it is tied directly to the basic survival of your business and the Citgo brand. We are committed to help you succeed.

MARATHON PETROLEUM COMPANY

Marathon has sent all retailers a bulletin concerning Fleet Card Usage:

Fleet cards are NOT to be used to purchase any type of cash equivalent product such as money orders, prepaid cards, cash advances or lottery tickets. Any of these products which are found to be purchased with a fleet card will be subject to chargeback. Fleet cards currently honored at Marathon locations include: Marathon Fleet, Super Fleet, Wright Express, Voyager, Visa Fleet and MasterCard Fleet.

In addition, remember purchases on any non-Marathon prepaid cards with Marathon proprietary card are prohibited and subject to chargeback.

To ensure consistency with your operation(s) be sure to remind all your employees about the above procedure.

SHELL OIL COMPANY

The CVP Program Headquarters and Shell continue to receive questions and CVP Appeals regarding Mixed Message Pump Toppers.

CVP Mystery shoppers have been instructed to mark mixed messages as non-compliant, as was the case last year. We believe the increased awareness is due to the fact that now that a separate 'reason explanation' has been designated for "mixed messages" for use by the shoppers. Now, instead of lumping mixed messages into "unauthorized signs" or "50% of forecourt not Shell promotion", the shoppers actually identify it as a "Mixed message on pump topper" so that this appears on the evaluation results.

A mixed message is created when a c-store or local promotion pump topper is inserted below a Shell national campaign (fuel or credit card) super pump topper. As an example please refer to Page 17 of the 2009 CVP Reference Guide.

Consumers can be very confused by a Nitrogen Enriched super pump topper above a Camel cigarette sign. The customer takeaway could be that Camel cigarettes are now Nitrogen Enriched!

Correct placement of pump toppers has always been part of the POP planogram. However, for more clarity, specific instructions on how to avoid mixed messages, with correct and incorrect installation images, will be included in future quarterly POP planograms. Two offers are allowed on the dispensers - 50% should be inserted "back to back" and the other 50% should be inserted "back to back" to avoid getting a non-compliant mixed message mark. We hope this helps clarify.

EXXONMOBIL

Key EXXONMOBIL PCI compliance information:

What are the key compliance dates for POS EOL and software upgrades?

POS System Software

Availability

Date

EOL and PCI

POS software

Compliance Date

EOL POS Systems

G-SITE (1) N/A 6/30/10

VeriFone Ruby. (1) N/A 6/30/10

Omni 3300 software other than version.

443 (2)

N/A 12/31/09

Omni 3300 software version 443 N/A 6/30/10

PCI Compliant Software Versions

Passport version 8.02 October 2009 6/30/10

Nucleus version 5.02 September 2009 6/30/10

Sapphire version 5.02 November 2009 6/30/10

Allied, Pinnacle Palm version 9.2 and

Pharoah version 9.2 and higher

Available now 6/30/10

Allied, Retailix ExxonEFT version 1.5.3.0

and higher

Available now 6/30/10

Allied NexGen – All versions Available now 6/30/10

Allied ANDI version A5000 and higher Available now 6/30/10

*(1) Verifone Ruby with newer software versions (XOMPAK 4.01.06 or higher) and all Gilbarco G-SITE end-of-life dates will be **extended six months** to June 30, 2010*

(2) Omni 3300 with old software earlier than version 443 will be end of life Dec 31 2009. It is strongly recommended to migrate to Vx570